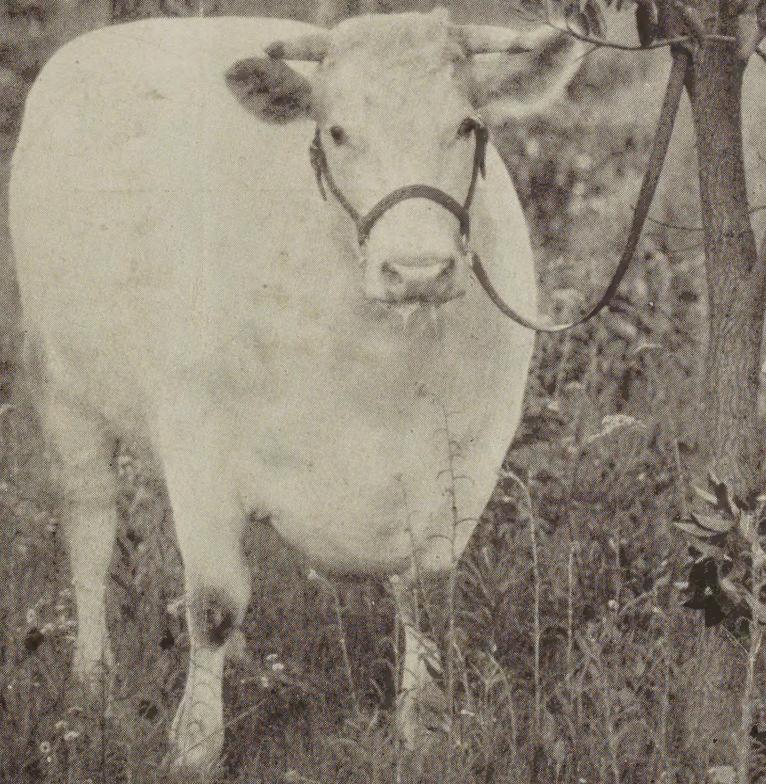


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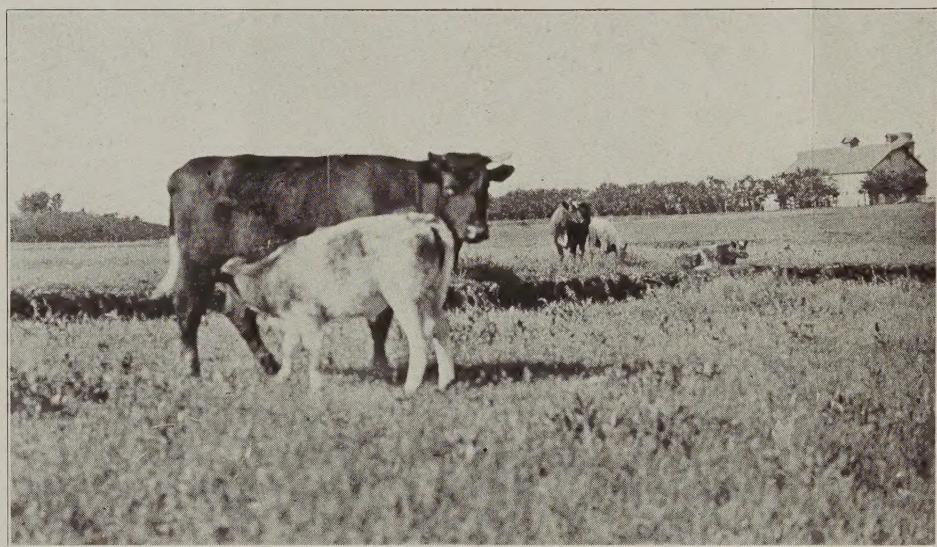
M. O.

THE SHORTHORN IN AMERICA



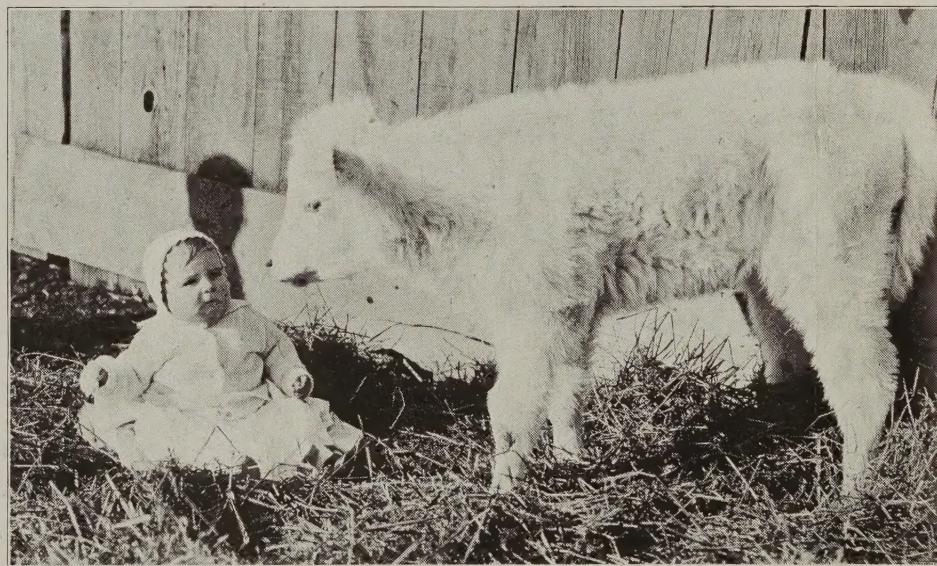
July
1920

American Shorthorn Breeders' Association



Courtesy John Regier, Whitewater, Kans.

Just About Lunch Time



Courtesy E. J. Thompson & Son, Hurley, S. D.

Fluffy Ruffles

Old Cherry

We look back into the past and recall the boyhood scenes. We remember the animals that claimed the largest share of our individual interest and affection. Perhaps among all these old Cherry claims first place. She was a deep red cow which accounted for her name "Cherry." We can see her yet—a short-legged, deep ribbed, well finished matron. Her horns had a liberal spread and she possessed a quiet, companionable temperament that appealed to any boy. Just how much Shorthorn blood old Cherry possessed, we do not recall. Perhaps we never knew. No doubt she was a three-quarters bred Shorthorn. Possibly more. What we do recall, and vividly, was the great flow of milk that old Cherry yielded when she came in at milking time from off the grassy slopes. Always it required two pails to hold the milk. Time and again we have seen the first filled until the froth ran over the top and slowly coursed down the outside of the bucket. Then the other filled, sometimes two-thirds, sometimes three-fourths, with the foam bulging upward above the level of the top of the pail.

It isn't any wonder that old Cherry remains one of the outstanding bovine celebrities in our mind. Whether these were 14-quart or 16-quart pails it matters little. We remember them as large pails, and they were. And we remember how persistently, week after week, old Cherry did her part. We remember how the neighbors regarded old Cherry as a cow of very remarkable performance, and she deserved it all.

It isn't strange that, with this example, we acquired, at an early age, an abiding confidence in Shorthorns for old Cherry was a beef cow producing beef calves and she persistently turned in her milk quota, month after month and year after year.

Back in the memory of many who had the advantage of growing up on the farm, there are other cows whose performance was like that of old Cherry, that caused a similar confidence in the breed which they represented. There is something about this combination of resource, this yield of milk and yield of beef, that gets hold upon people such as the strictly "milking machine" or beef producer fails to do.

Doubtless there are many old Cherrys scattered throughout the land that would make a return comparable to this old Cherry that we knew back in other years, if the owners would only encourage them to do so.

THE EDITOR.



At the Shorthorn Picnic, Curtis, Nebraska



Photo by G. C. Wheeler, Topeka, Kans.

Judging the Calf Club Heifers at Manhattan, Kansas

As to Shorthorn Market Values

By W. A. Cochel

One of the chief advantages of Shorthorn cattle is the additional weight secured at any age as compared with cattle which do not carry Shorthorn blood. Market quotations usually are confined to the price received per hundred, with an occasional reference to weight, but rarely if ever is anything definite mentioned as to the age of cattle marketed. The Kansas City market report of June 15 carried a lesson which, if it could be taught to every cattleman in America, would increase the value of every Shorthorn bull in the country.

The Sni-a-Bar Farm on that date marketed two loads of two-year-old steers at \$17 per hundred, the highest price paid on that market for cattle of any age or weight since December. These steers were not high grades; they came from the use of one and two top crosses of Shorthorn bulls on ordinary market cows. While the price alone would justify comment, these cattle weighed 1,412 lbs., making them average \$240.04 per head. The next highest price for a load of two-year-olds was \$16.50 paid for a lot from the Kansas Agricultural College Experimental steers. These cattle were not Shorthorns, hence instead of weighing 1,412 lbs. as the Sni-a-Bar steers, went over the scales at 961 lbs., a difference of 451 lbs. in favor of the Shorthorns in weight. This additional weight, together with the premium of 50 cents paid for Short-

horns, made the difference in value for the two lots \$71.58 per steer.

It is rarely possible to receive such accurate data as is kept by these two institutions in regard to the age of market cattle. Their records are kept in such manner as to remove all doubt as to ages. It is also fortunate for Shorthorns that both groups of cattle were fed in such manner as to leave no question as to proper methods of feeding having been used. The only difference was in breeding.

This is the second time within the past twelve months that the Sni-a-Bar steers have demonstrated the value which is derived from the use of Shorthorn bulls. At the 1919 International the Sni-a-Bar steers in the short-fed contest were in a class by themselves when the average daily gains and the cost of gain was compared with steers which had been fed under the same regulations.

A difference in gain of 225 lbs. per year due to the use of Shorthorn bulls must exert a tremendous influence on profit and loss. A careful study of market reports indicate that the average steer does not weigh more than 1,000 lbs. at three years of age. If all were sired by purebred Shorthorn bulls they would reach that weight one year earlier.

With feed, labor, and interest rates at prevailing levels the elimination of one year's maintenance from the average market steer with the same amount of beef produced is worthy of the most careful consideration of those about to enter into the production of beef as a business.

The same fact is brought out in the public sales of purebred Shorthorn bulls. A careful study of a large number of sale catalogues indicates that the average age at which Shorthorn bulls are sold is a little less than fifteen months. An equally careful study of other breed catalogues indicates that it is necessary to carry their bulls from 8 to 12 months longer before they are able to go into trade channels. This is a feature which is for the most part overlooked when sale averages are studied. It costs not less than \$100 to carry a bull from 15 months to 24 months of age besides the usual difficulties encountered in preparing to handle a lot of bulls which have reached a breeding age.

These points should always be emphasized by Shorthorn breeders when occasion arises to discuss the merit of the Shorthorns. As the ultimate end of the breeding of purebred beef cattle is to improve and make more profitable the cattle market of the country anything which Shorthorns contribute to that end is an asset which should be impressed upon farmers and stockmen.



Courtesy Oklahoma A. & M. College, Stillwater, Okla.

Roan Model, Champion Shorthorn Steer, Southwest American Livestock Show, Oklahoma City, 1920

Listen to What Bob Smith Said

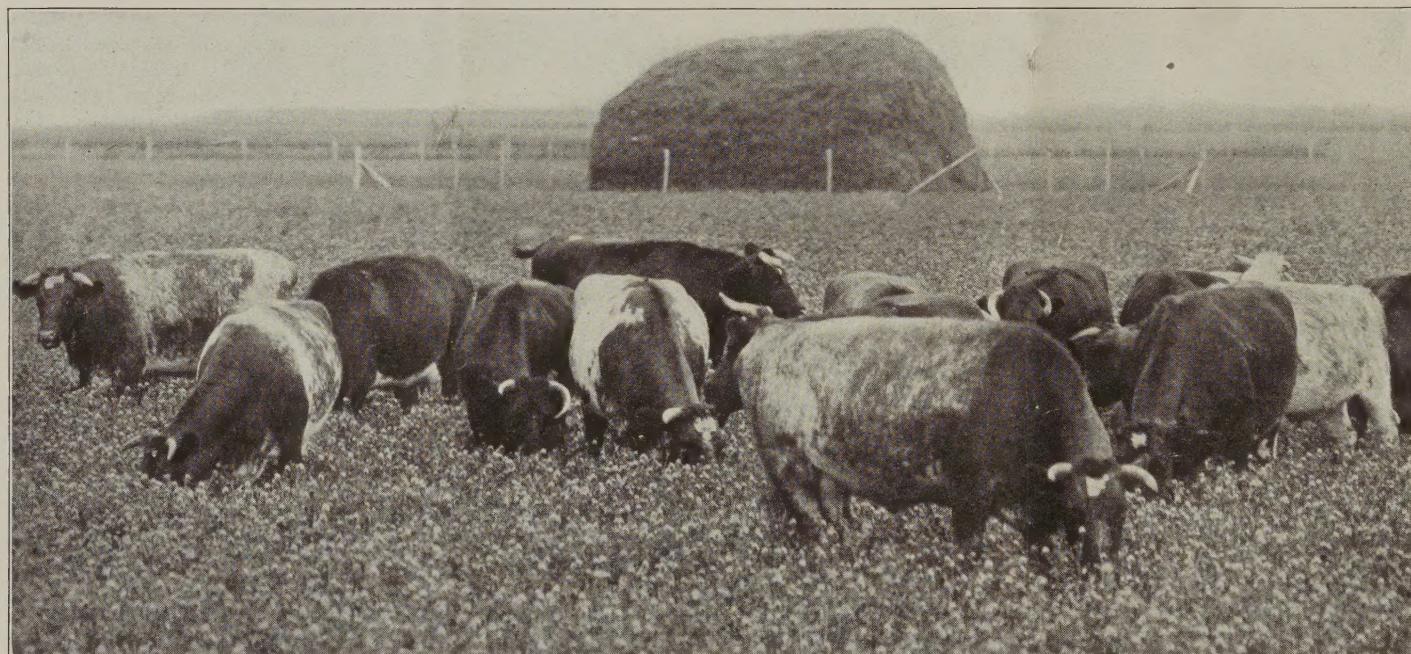
Bob Smith has been on the job a long time as a farmer and stock grower. He isn't what one would call an enthusiast, but he has had a very successful career. Bob would laugh if you referred to his experience as a "career." What I mean to say is that Bob has been able to handle his farming operations successfully and has produced a lot of good cattle. Probably he could have made more money than he has done if he had been more inclined to reach out as an investor in land or in taking advantage of the fluctuations in the markets, but all along his course Bob has been safe. He never took any hazardous risks. He didn't like the idea of getting into debt

By Frank D. Tomson

pick a herd bull, I keep in mind the kind of steers that will make the best showing in the pastures and feedlots and when they go to market sell for the highest price. I do not let that thought get away from me. I keep the general type in mind, the thickness of flesh, the feeding quality, the finish, the health and the general style of the animal. And, by the way, you would be surprised to know that style has its value at the market just as it has in the show ring. That is, a buyer becomes attracted to a stylish, neatly finished bunch of steers.

the possibilities of his use in mind they buy him and, not infrequently, are disappointed with the results. There is many a flashy looking bull that when you come to analyze him carefully don't "pan out," to use a gold miner's expression. A man is likely to be deceived by the flash appearance of a bull that doesn't have the other necessary qualities.

"Being a beef man, I naturally want as much flesh covering as I can get and I want that covering just as smoothly distributed as possible. I am particular about having plenty of this flesh over the back and ribs, for they pay more for that kind of meat at the market than they do for other cuts. While the round



Courtesy B. W. Aylor, Grandin, N. D.

Photo by Hildebrand

Real Cows in Real Clover in North Dakota

very heavily, though he has carried at various times some obligations.

Bob's success seemed to be in knowing how to farm his land; how to get the most out of the soil without robbing it; how to make his place attractive. He looked well to the improvements and has always lived in comfort. He has never had a very large number of cattle, but those he has had were of a high order, as a rule. He seemed to have an instinct for picking good cattle, the kind that make good. When he bought feeders he seemed to always get the kind that would do the best when it came to feeding them. He is a good judge of the outcome of an individual. He doesn't know just how he came to have this kind of judgment, but he possesses it.

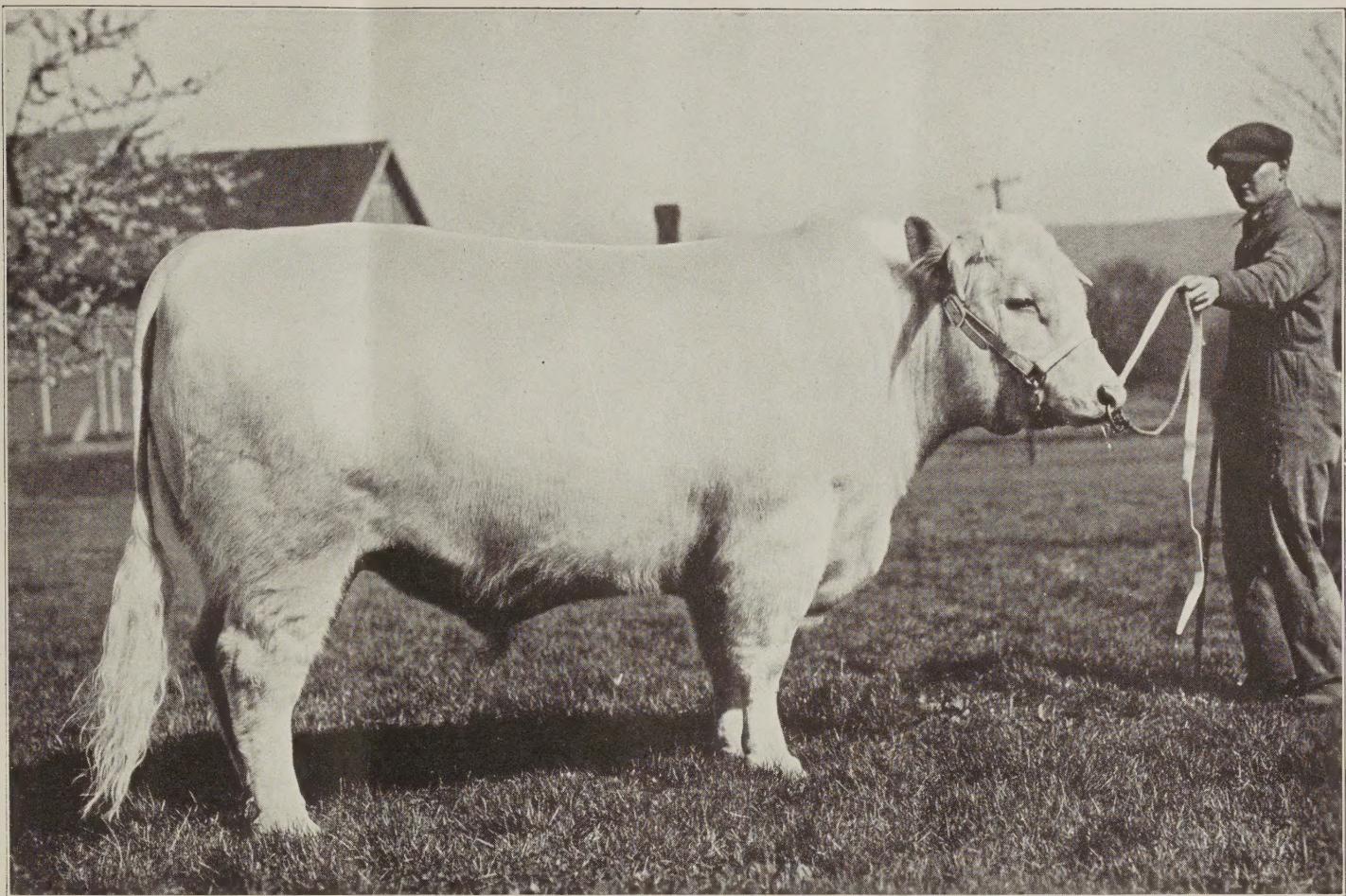
It is a pleasure to talk with Bob for one always gets information that is of value. I asked him the other day what method he used in the selection of a herd bull and he gave this simple rule which he followed: "Whenever I go to

He simply can't help it and he is justified in being attracted to them because such cattle, almost invariably, possess superior quality. I tell you, quality, while it is hard to describe, is one of the chief essentials and they do like quality at the market. They pay for it liberally; they buy it rather enthusiastically and there is a lot of enjoyment in growing a bunch of steers that possess it.

"Well, in looking for a herd bull I keep all these things in mind and when I find a bull that impresses me as one that will sire that kind of calves I try to buy him. I got this idea from my father when I was just a boy and I have followed it closely and with good results. I really think that is where a lot of cattlemen, of course, I am speaking of beef cattle men now, for that is my business, make a mistake. They don't seem to keep in mind just what they want to produce. They will use a bull that attracts them and without weighing

doesn't command as much per pound, as a rule, you can get so much more weight in a given space in a round that I always insist on having a heavy, well-rounded quarter. Then I always look well to the ruggedness of a bull, for that is one of the chief essentials in feeding steers. If they don't have good health and a large capacity for food consumption you are likely to be disappointed.

"There are a lot of other things that go with it, of course. I always insist on a bull that looks the part, that gives the impression that he will stamp his own individuality upon his get. Another thing a man observes is that a lot of fellows go wrong right there. I aim to select bulls that are of the same type. I don't pick a big bull one time and a little bull another. I try to pick them as near as possible of one pattern and try to get them of about the same weight. You understand, I pick out heifers from each crop to keep in the



Courtesy Pennsylvania State College, State College, Pa.

Keystone Sultan, Combining the Blood of Avondale and Villager, Hit the High Mark in the Students' Mock Livestock Show and Sale, \$8,200—Students' Currency

herd and by being careful in the selection of type in the sires I get this type well established. You have noticed that in my herd and so have a lot of others. It is a big advantage to have cattle that year after year are just alike after you have gotten the type established. I suppose, that is what they call cattle breeding. Whatever it is, that is the kind of cattle I like to produce, and, as you have observed, I don't have very much trouble selling them.

"I was pleased with a remark that I overheard the last time I was on the market with a lot of steers. One of the stock yards buyers came along and was looking over into the pen where they were. Another buyer rode up, and as they looked over the cattle together one of them remarked: 'I'll bet a \$10 hat those are Bob Smith's cattle.' The other responded: 'You can't get a bet out of me. I know they are. There isn't another man ships cattle to this market that look as much alike, one year after another, as Bob Smith's and by George! they are some cattle! I take off my hat to Bob Smith.'

"I met both of these buyers later in the day and gave them each a good cigar. I thought it was worth it. As a matter of fact, that is the kind of a rating that a cattle breeder likes to get. It's real satisfaction to him.

"After I had been breeding grades for a long time I thought I would start in

a small way, with purebreds. I had occasion to attend two or three auction sales before I decided to buy. I watched the trend of the buying and noticed that there seemed to be special value placed on certain lines of breeding, but I didn't allow that to influence me very much. I was intending to go into the purebred business, as I say, in a small way, merely to get on a little higher plane. I expect to continue raising beef. I like that part of the business. I know it from A to Z. That is, I know it along the lines that I have followed. So I observed that I could pick some good individual females that showed that they had good breeding back of them, without paying these higher prices that the breeders seem perfectly willing to do. This I decided to do. Then it was up to me to decide on the particular kind of an animal that I wanted and I just applied the same rule that I have always done in the purchase of the bulls, except that I gave consideration to their probable usefulness as matrons and studied their feminine characteristics carefully. I only bought three, but I have never ceased to be proud of my selection. They didn't cost a lot of money, but they were worth a lot of money.

"I am using a bull from one of these cows now and I have already 10 females from this original purchase. I have never had a calf from them nor their daughters that was not up to my re-

quired standard. That is a little better luck than I had expected to have. My intention is to let these purebred females increase and make steers of most of the bull calves, although I am having quite a little call, as you know, for the calves for herd bull purposes. It is pretty hard to resist letting them go, because I get good prices for them. But I have decided not to keep them on hand for any length of time. If they don't move off rapidly as bulls, I'll convert them into steers, and, believe me, I am going to be able to produce some highclass steers that will command the top price at the market.

"If I had been trained along the line of the purebred business, I might handle it in that way, but I have been a beef producer so long and I like the business so well that I expect to make it my main business. It isn't the worst business in the world, either. I never have the least trouble in selling my cattle at near the top of the market. They always sell and sell readily and when a carload or two are disposed of its a pretty decent check that I slip into my inside coat pocket and deposit in the bank when I get home.

"There is another thing I have always noticed. That is, a poor individual had better be disposed of before he eats much feed. There is never any profit in growing them out. I found that out early in my own experience and I have



Courtesy W. A. Forsythe & Sons, Greenwood, Mo.

Photo by Hildebrand

Shorthorns Always Help the Landscape

noticed it times without number in the experience of others. So, if I do find a calf that shows a lack of quality and a lack of thrift, I let the gentleman slide for whatever he will bring, before I have much invested in him.

"Perhaps, you have wondered why I have never branched out a great deal in land. Probably, I have let some good bargains slip, but if you have paid any attention to what my farm is doing you have, no doubt, noticed that I get about as much off these 400 acres as a lot of others are getting off twice or even three times the acreage. I have never, as far back as I can remember, sold a ton of feed off this farm. My cattle consume everything I raise in the way of forage, grain and hay and, occasionally, when I am carrying a large number of cattle, I buy a great deal of feed and feed it right here on the farm. Every bit of the manure is spread on the land and I can actually depend now, one year with another, on twice as much production on the average per acre on this farm as it yielded when I moved onto it 12 years ago. So, as a matter of fact, I really have more land than most people think I have. That is, so far as yields are concerned. I never have been able to see any particular advantage in working 100 acres of land

if 50 acres would yield the same amount of crop and that is just what I have been able to do here with the help of the cattle. Instead of investing in more land I have spent some extra dollars in improving this farm and making it an attractive property and a home with modern conveniences.

"I try to take care of my pastures and try to get as much grass growing on a square foot as possible. I always like to keep a surplus of grass. I don't believe in pasturing it closely. Sometimes my cattle pasture every day all winter long and I feed the roughage out on the pasture sod a great deal. It gives them a clean place to eat, it distributes the fertilizer and, I believe, the cattle are healthier for it. A lot of folks don't know the value of surplus grass. They seem to think they must feed it all, but, I believe, there is more profit in the surplus grass than there is in the grass that is consumed. Sounds funny, but, I guess, it's true. By feeding the cattle on the pasture, the refuse makes a good mulch, which protects the grass and allows it to accumulate during the summer.

"Do you know, it seems to me, that about three-fourths of the people who are engaged in the cattle business, that is, if the class that I meet up with are

representative, don't have a very definite idea of what they are trying to do. My father used to tell me, when I was a young chap: 'Be sure and find out what you are trying to do before you spend much time doing it.' I have profited by it and I feel like telling a good many men, whom I come in contact with, the same thing. They spend their money freely in buying cattle or in buying land, they put a lot of energy into their business, they show a lot of enthusiasm, but they don't seem to know just what they are trying to do. I tell you, it makes a lot of difference in the results and, I noticed another thing, that the banks make quite a difference in the ratings on the men who do know what they are trying to do and those who don't.

"Do you know, I get a great deal of happiness driving out over this little farm of mine, around the fields and meadows and among the cattle in the pasture. I would rather have this farm and these cattle representing the standard which they do than five times the valuation with a lower standard represented. And, I believe, any other good sensible man would, one who had had experience with it. If, for any reason, I should have to sell this farm or my stock there would be a lot of competi-



Students' Judging Contest, Kansas State Agricultural College, Manhattan, Kansas

tion. I would have no trouble at all to sell them and get full value. I believe, I could tell the neighbors to come in, look the property over and decide among themselves what it is worth and let them come to me with their own estimate and it would be entirely satisfactory to me. Now you can't do that with a poor property nor with inferior livestock, but, once you get real value, real quality, you don't have any trouble getting people to place a fair estimate on its value.

"Perhaps, one of these days I'll drop off and my wife or family will have to

turn what property I have into cash. There's quite a little satisfaction in knowing that there wouldn't be any difficulty in converting it.

"Actually, I would rather have 100 acres of highly producing land, with just enough real cattle to stock it, than I would to have several times the acreage of indifferent land and enough inferior cattle to stock it. It's the quality of the thing, the standard, that induces a man's best effort and keeps him satisfied."

As I drove away from Bob Smith's dooryard, along the lane, I noticed the

cattle scattered out over the hillside. It was a beautiful sight. They were all of one type. Some were reds and some were roans, but they looked alike, great thick-fleshed, heavy-coated, neatly finished cattle, knee-deep in grass that grew from the thick sod. There seemed to be no vacant places. I looked across the farm, there were no bare spots—no waste places. Everywhere something was growing. It looked like prosperity.

"Lucky Bob," I said to myself, as I drove on down the road. Yes, Bob is lucky, because he uses his head.



Courtesy H. M. Elberg, Woodland, Calif.

Select Beauty and Her Calf. A Worthy Pair in the Elberg Herd

Photo by Mac & Nae

Some Impressions of the West

By Ashleigh C. Halliwell

Editor, The Shorthorn World

Cheerfully I comply with the editor's request to jot down some impressions of a two months' trip with my "better nine-tenths" to the Pacific coast. Change of scene, change of air and change of ideas are conducive to health, wealth and happiness. The wealth is not the kind the tax gatherer bothers about nor the variety that thieves can break through and steal. A great British statesman who had traveled widely said one of his greatest pleasures and relaxations was to sit under his study lamp with maps and reference books at hand and lay out a trip to some country or some section he had not seen. His particular delight was to lay out a trip to some part of the world, which, in all probability, he would never be able to see. He would look up steamship and rail lines, glance through guide books and for the next month or so devote his

spare evening hours to books, pictures and descriptions of the physical features, resources, and history of the land or region which formed the subject of his imaginary trip. It is needless to say that he was better informed than the vast majority of people who travel in tourist trot fashion through the lands about which he studied, and, as he said, one can take these "easy chair" trips without cost, sea sickness or having his ire roused by the rapacity of hotel keepers.

The writer has been privileged to personally visit nine foreign lands. He has seen Shorthorn cattle in every one of the forty-eight states of the Union

except one and has seen a good many of the cattle that have in late years been taken to that one. Nowhere is anyone interested in Shorthorns more cordially welcomed or more kindly treated than in the great west.

There is nothing like actual travel and personal contact to give one an idea of the enormous field there is for Shorthorn expansion. If one can travel and learn by actually seeing for himself, he ought to do it. But it is within the power of all to study and become familiar as possible with what has been done in the past and what is being done now in other regions for the advancement of the great breed.

Our first stop in the trip to the coast was at the Grand Canyon of the Colorado. Nowhere on the face of the globe is there a spectacle more colossal or more sublime. The coloring of the

Orient is mild by comparison and the grandeur of the Alps is dwarfed by this wide, deep carving in the face of the great plains. There were no Shorthorns here, but man cannot live by Shorthorns alone any more than he can live by bread alone. One should try in going through any country or region to see something of the great sights, especially those that are of the first magnitude. We traversed the coast from San Diego to Seattle. Strange as it may seem to many, it is possible, owing to the marvelous roads, to see a different herd of Shorthorns every day on the coast and in places a dozen of them.

California Shorthorn breeders are as yet not so numerous as in many other sections, but every one counts. There is a characteristic enthusiasm and zealous loyalty on the coast for whatever cause espoused that is sure to spell success. Every state and every section has acknowledged leaders. In the average state there is a large rank and file of people who seem to quietly accept and recognize that leadership, and look to it for guidance and to carry forward the banner of the breed in great events. In California there are not less than ten breeding establishments whose owners act as if they had cut out for themselves the work of creating "the very best herd in the country." Not one of these owners but what has qualifications and equipment that fit him to go ahead and achieve great results. One good reason why California Shorthorn breeders have made such astounding progress is the fact that while they are about all capable of leading, they are all big enough to fall into line under the leadership of anyone who happens to make the best suggestion for the progress of the army they have organ-

ized to put the scrub bull off the map. True ability to lead includes willingness to follow. Men should be free and equal before the law and in opportunity, but God-given gifts have never been run through any mould or measure. Everyone has a talent, latent or otherwise, and each should be encouraged to shine in his particular sphere.

A composite of California Shorthorn men would show the picture of ability to excel in selecting, breeding, feeding and developing as nearly perfect specimens of the breed as the world affords. As in every other country, some are better in one branch of the work than in others, but among them you will find the thoughtful student of pedigree, the skilled caretaker, the expert feeder and the master of the problems of constructive reproduction. They are sportsman-like losers and modest winners. They are ever ready to welcome helpful suggestion and honest criticism. That is quite a test of character. Nobody but is glad to get help. Many are unable to profit by criticism. The wisest people know that it is easier to learn valuable lessons from those who speak the truth even bluntly and with intention to be caustic and cruel, than from those who are so mushy and afraid of giving offense that they always tell you what they think you would like to hear whether it is so or not rather than tell you what you ought to know.

Good team workers are those Californians. They are too strong and have too much individuality to always agree, but if they cannot win they are broad enough to be glad when their neighbors can. Furthermore, if any other state or section can show superiority in any particular, they are glad to see it and quick to profit by the example.

While there are some very large and some fairly long established purebred herds in California, there has been more development in the state in the past five years than in several decades previous. There are several good herds in the hands of the second generation with so much enthusiasm among the boys and girls as to indicate the carrying on from father to son and grandson in the most encouraging way. Wisely the established breeders are helping beginners to start in such a way as to give them both pleasure and profit. In all the state we found no one who was breeding Shorthorns merely as a fad or a pastime. Some of the men who could write their checks for almost unlimited amounts are most particular to place and maintain the business on a basis of sound productivity.

The Panama Canal offers wonderful opportunities to coast Shorthorn men. It gives them access to the Atlantic side of South and Central America. They have long enjoyed a profitable outlet on the Pacific side, and this trade is growing. "Some sweet time" in the not very distant "by and by" the mainland across the Pacific is going to develop a demand for Shorthorns that will take scores of years to fill. Manchuria and the steppes of Russia will soon or late be calling for good specimens of the greatest beef and milk breed in the world. California breeders have lately acquired valuable imported cattle and at present breeders from the state are in Scotland to buy additional foundation stock and planning to ship direct from Glasgow to Golden Gate harbor by way of the canal.

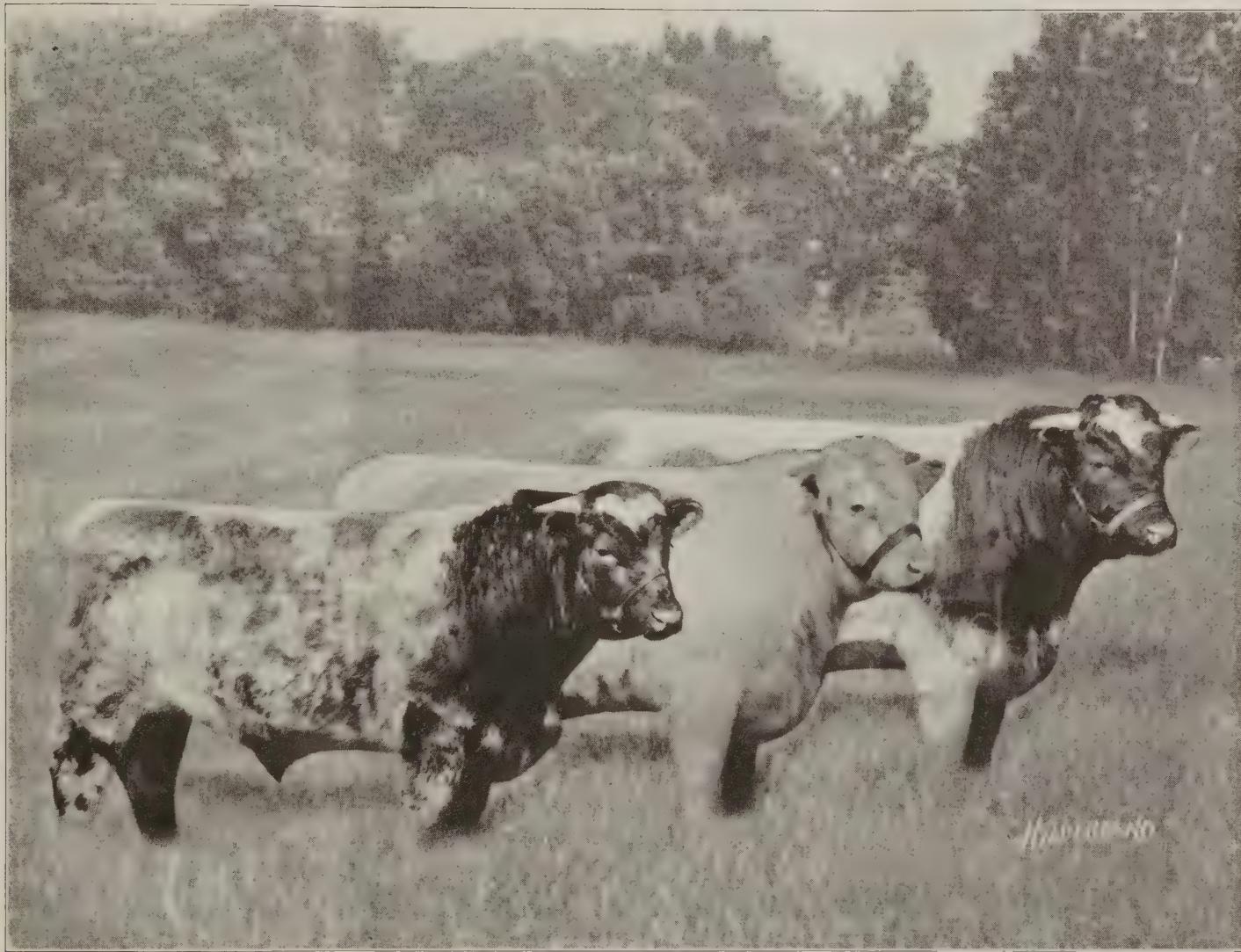
The whole Pacific coast country from southern California to British Columbia is producing good Shorthorns, but needs



Courtesy W. C. Rosenberger & Sons, Tiffin, Ohio

They Know How to Pose Them at Cloverleaf Farm

Photo by Hildebrand



Courtesy W. C. Rosenberger & Sons, Tiffin, Ohio

Photo by Hildebrand

Cloverleaf Champion, Cloverleaf Royalist and Cloverleaf Royal

many thousands more of superior breeding stock to meet the ever increasing demand for ranch and range trade. Vast mountain regions and valleys, deficient in water for other purposes than stock growing, furnish a ready and constantly growing demand for better bulls. It goes without saying that range bulls bred and developed under conditions most like those for which they are destined to be used have an advantage. Grades and counterfeit purebreds that require a year for acclimation have done more harm than good to all concerned. On a southern California ranch of 25,000 acres the writer saw purebred bulls of straight Scottish breeding that had cost \$1,000 and \$1,250 in the middle west turned out on the range with the grade cows and also saw purebreds costing nearly as much that were put to the knife as being below the high standard of requirement even for the range.

Thousands of breeders in the older states could learn a valuable lesson from the class of purebred bulls that are steered by the up to date rangemen. It would be a shock to a good many men who are still using the same kind of registered bulls their fathers and grandfathers had for herd sires that would never be allowed to get outside the

castrating pen on a ranch in California, Nevada, Oregon or Washington.

In the matter of shows, the Pacific northwest has taken a stand so high and so progressive as to attract the attention and command the respect of purebred advocates wherever found. But for the war and the coincidence of foot and mouth disease, the Panama Pacific at San Francisco would doubtless have reached a plane never before considered possible for the west. The show sentiment and possibility of California calls for crystallizing and developing. The material and backing are all present and when they can be gotten into the right relation, it will mean a great and rapid advance for state breeders of purebreds. What has been already done by the Pacific International at Portland and the Western Royal at Spokane is of inestimable value to that region in particular and the country as a whole.

Shorthorns of the milking strain are growing in favor very satisfactorily in the west. Cows that give too much milk cannot be safely used on the range as spoiled bags are too common, but if there is anything more needed on the average small farm or ranch where proper attention can be given than the cow that can give lots of milk and over

and above enough to raise a fine calf capable of making choice beef, it would be difficult to name. Some of the world's most famous Milking Shorthorn blood is already well established on the coast and the time is ripe for very rapid development of the "farmer's cow" idea.

That there is also a growing field for Polled Shorthorns is amply demonstrated by the use of dehorning corrals that are found on every ranch. Calf and cow and calf club work is finding keen response in the west. In short, if you know of anything that is being done anywhere in the world to promote the proper development of the Shorthorn industry, you can find its counterpart and enthusiastic adaptation among the herds of the Pacific coast.

It would be a pleasure, Mr. Editor, to write in some detail of the score and more of herds it was the pleasure of Mrs. Halliwell and the writer to visit, but you and B. O. Cowan have very recently given your readers personal pen pictures of the remarkable progress of breeders on the coast. Suffice it to say that Shorthorn people from anywhere, old or new, will surely be proud to find such men and such women and such homes as are connected with the Shorthorn industry of the west.

The Situation in the Northwest

A Shorthorn bred heifer club with fifteen members is organized at a point forty miles from the closest railroad. That should be conclusive proof of the increase in demand for Shorthorns in the northwest. C. E. McDaniel, county agent of Harney county, one of those counties in Central Oregon whose main asset is livestock, saw clearly the need of some good seed stock in his domain and realized that the simplest method to start the ball rolling was the organization of a Shorthorn club. He took a survey of his county and got eighteen men each to consent to back one member in the club by purchasing one purebred heifer. Of these eighteen, fifteen desired Shorthorns and three desired Herefords. The headquarters of this club are at Burns, Oregon, which is forty miles from any railroad, and some of the members live on ranches that are as far as one hundred miles from a railroad. How can one feel but optimistic when there is a demand for registered Shorthorns from points fifty to one hundred miles from a railroad.

This spring the first two shipments of purebred stock that ever went into Klamath county, one of the great cattle producing counties of southwestern Oregon, were taken in and they were both Shorthorns. A few purebred bulls had been shipped into this county before, but not many, and these two shipments were both of breeding stock and the prices realized were very satisfactory to the sellers, so you can see the demand was good. One of these shipments was of eighteen head for the Klamath County Calf Club, and the other was a sale offering of about forty head from the herd of W. W. Green & Sons of Union, Oregon, with a few head from C. O. Garrett of Glendale, Oregon. This was a good piece of pioneering work and the fruits of it will be of great value to the cattle industry in that section.

A few years ago when the Shorthorn industry in the northwest was in its infancy the sales were generally limited

By A. E. Lawson

to two a year and then it was doubtful if it would be possible to sell the entire offering, but the Shorthorn breeders are typical western men and the cattle were listed to sell and they sold. They did not believe in paying freight but one way. This method was very instrumental in starting herds that are very flourishing establishments at the present time, but this two sale a year era is over and we are now having sales in every section of this northwest and in almost every month in the year and in all the demand for good breeding stock is keen. We once held the idea that we could hold successful sales at only a few points, but since the first of the year there have been very satisfactory sales

have had good cattle to sell and it is true here, as every place in the world, that "you can always sell the good ones." This district is one of the greatest hay producing sections in the United States and the market conditions for hay are poor, so it was necessary for them to get something in which they could market their hay to better advantage. The Shorthorn is well adapted there for it goes well with the farmer and the surplus bulls can be sold to the range which is on every side of them. With more rainfall, the Shorthorn activities in this section will be in a most flourishing condition.

No money, no grass, no feed, but still a demand for Shorthorns. That is the situation as shown by the result of the Montana Shorthorn Breeders' Association sale held in Great Falls the first



Courtesy Walter Taylor & Sons, Bonesteel, S. D.

Scene on the Maple Grove Farm

held in various sections of all the northwestern states.

Southern Idaho, in whose irrigated districts can be found some of the greatest producing lands in the United States, has made most rapid strides in the introduction of Shorthorn cattle, and they have, as they say, "gotten off on the right foot," and taken the good ones. There have been more herds established here per county in the last three years than in any locality that I know. The crop conditions have been very unfavorable with them for the past two years, but nevertheless they have had some very satisfactory sales because they

part of May. We all know the drought conditions of Montana have been the worst in history during the last two years. The grass was short, hay was selling as high as \$50 a ton and money naturally was hard to get; however, in this sale referred to, demand was good. Seven bulls sold between \$500 and \$1,000 and the entire offering of forty-seven bulls sold for close to \$270. Twenty-five females sold for an average of \$355 and there was a demand for two or three times that number. At this sale I met a gentleman from the Bitter Root valley and inquired as to the number of Shorthorns being used in that country. He answered that a short time before he had made somewhat of a survey of the county and had found that of the eighteen men desiring bulls thirteen wished Shorthorns. At a recent livestock sale at Kalispell, Mont., in which all breeds were sold, the top female was a Shorthorn cow and the top bull was a Shorthorn bull. This was the first purebred livestock sale held in the Kalispell valley and the general opinion of all the Shorthorn men was that there was going to be a keen demand for breeding stock the next few years. It seems that every place a person goes he runs on to conditions similar to the one just stated.

The eastern Washington territory, represented by the Spokane market, is taking more than its share of Shorthorns. Some of the leading herds of the northwest are located in this district and have been a great factor in developing



Courtesy Walter Taylor & Sons, Bonesteel, S. D.

They Grow Good Shorthorns in the Northwest

the demand in this section, and this demand is such that this territory has absorbed the larger portion of the Brooknook herd of five hundred or more head that was purchased in Montana. Very few of the herds in this locality have any females for sale, which is always a good sign. Two sales have been held in the Yakima valley recently, there being a good demand for females from the farmers in the valley and also a good demand for bulls by the ranchers running cattle on the hills on either side. I attended a Shorthorn sale on the western coast of Washington at a point a few miles north of Portland, which is in the center of one of the leading dairy sections of the northwest, and the demand for these cattle was astonishing. Here, as in many places, the labor situation is an acute problem and the Shorthorn cow has proven to be the cow that the men who wish to get away from the steady grind of milking desire. The heaviest buyer at this sale was a farmer who had just sold out a very good producing Holstein herd. He had plenty of pasture and rough feed and figured that less milking and less labor but more beef would be just as profitable and certainly more enjoyable. There was a good demand also for the bulls in this sale to be used in great dairy herds, which shows the popularity of the Shorthorn as a farmer's cow.

The breeding establishments in the Willamette valley in Oregon have increased in both number and size to such an extent that annual sales are held at various places in the valley, such as Albany, Roseburg and Medford. In central Oregon, one of the greatest cattle producing countries of the northwest, Shorthorns are steadily going in for the establishment of breeding herds and for the continued use in the grade herds on the range. In eastern Oregon we have a regular nest of Shorthorn breeders, and Union county claims to have more purebred Shorthorns to the

square mile than any place in the northwest. At the recent Union county, livestock show fully two-thirds of all cattle shown were Shorthorns. Classes often held ten to twelve head and the group classes were very well filled. Regardless of what section you may go into, in the northwest, you will always see evidence of some Shorthorn activity.

If there is a testing ground for cattle it is here. We have sections where it gets exceedingly hot, others where it gets very cold, others where there is a small amount of rainfall, others where it is all range, and still others where there is a heavy rainfall and mild climate. In fact, we have climatic conditions and topographical formation of

almost all kinds and the Shorthorn cow seems to find a home in every section regardless of conditions.

The purebred sire law, which prevents the use of anything but a registered beef bull on the public domain, has been a great boon to the Shorthorn industry out here and more and more beneficial will it prove as it is more strictly enforced. We all have heard about the wild men in the west who had notches on their guns for every Indian killed; well, now these men have good-sized knives and nick the handle of the knife every time they use it on a scrub bull on the range. Thirty-five nicks is the best record up to the present time. I hope he doubles it.



Courtesy E. W. Carr & Son, St. Lawrence, S. D.

Photo by Hildebrand

Four South Dakota Prizewinners

The Value of a Good Name

By J. L. Tormey

and confidence will soon be lost unless the man in business is known to be financially responsible and morally reliable. There are cases where men have become financially responsible without being morally reliable, but these cases are few, and the wide and crooked path is a hazardous one that leads to no permanent goal.

At the very foundation of the purebred business is the honesty of the breeder. Without this honesty who can vouch for the validity of a registered pedigree? The registry associations accept the signed application form as truth so far as the signer knows the truth and the pedigrees are registered on the strength of the information furnished. The applications are checked to verify

the ownership of sire and dam, to see that calves are not dropped closer than ten months apart and to determine whether sire and dam are old enough to produce the animal.

The American Shorthorn Breeders' Association has taken pride in the fact that practically all of its 40,000 patrons are all that Robert Burns would wish in men. One would naturally expect that among the great number doing business with the association irregularities would creep in and gradually come to the surface, because no one can cavort up and down the wide and crooked route, recklessly, without, sooner or later, running amuck. The enthusiasm accompanying the present day prosperous conditions in Shorthorn cattle breeding has brought into the trade some men who fail to see the light as a breeder of Shorthorns should see it. These men do not feel the

"A prince can mak a belted knight,
A marquis, duke and 'a that;
But an honest man's aboon his might,
Gude faith, he mauna fa' that!"

So quoth Burns and every reader of English knows that Burns knew. Is there any business where a good name counts for more than in the breeding of purebred livestock? We hear much about the necessary qualifications of the breeder; principally that the successful cattleman must have good judgment in order to select animals properly and must also feed liberally in order to grow the young stock out properly. There is another qualification though that the successful breeder has—it is honesty. Every business man must gain the good will of his patrons. There are many traits that must be cultivated to gain the good will of patrons, but patronage will not endure long without confidence,

responsibility a real breeder feels. The breeder sets about to improve cattle—he wishes to leave the world better for having worked in it. The real breeder examines a pedigree carefully and judges it to some extent, at least, by the number and character of the breeders whose influence the animal has felt. The real breeder is willing to pay a good price for a well-bred animal because he knows the animal of good pedigree has been influenced by animals selected by competent and courageous men.

There are others who see in the well-bred animal merely a trading proposition. They may be reliable enough and sufficiently responsible financially. Morally they are honest and they insist on the reliability of the men with whom they deal. They are good judges of animals and know breeding. These men may lack the high ideals of the real breeder and see in the purebred cattle business only a chance to make some extra money. They are enthusiastic when business is good and cattle trade active. When financial conditions begin to lower and threaten they seek cover and retrench. This class of breeders are often short-lived. During periods of high prices their presence serves to raise prices and during depression periods their withdrawal tends to drive prices lower. These men are always welcome to any business and every assistance the American Shorthorn Breeders' Association can give is rendered them.

Another class of men is found in every line of business. He is what is known in trade parlance as the speculator. Some people dub these speculators "hucksters." Most cattle men prefer to be known as breeders, and it has become the habit of many to cry down the speculator. In reality the speculator is a valuable man in many ways. In every business we find him buying where markets are low, thus doing what he can to support them and relieve congestion. He endeavors to market his purchases where



Courtesy Sni-a-Bar Farm, Grain Valley, Mo.

*College Duchess 2d. Sold by the Kansas State Agricultural College for \$3,900.
She Is a Daughter of Matchless Dale, That Sired the
Kansas Prizewinning Steer*

cattle are less plentiful and demand is stronger. Thus, the honest speculator serves good purposes, helping to standardize prices throughout the country and directing the flow of cattle from heavy producing centers to better selling centers. The way of the speculator is not so rosy as many might think. He travels under heavy expense. He runs the risks of markets, disease and the other troubles that beset the cattle man. He is also confronted by the risk of confusion of animals and pedigrees; and, with few exceptions, the speculator in purebred cattle comes to some grief, sooner or later, try as he will to serve all parties. The man who buys good cattle for another market performs a useful mission in the purebred cattle trade and the association renders what assistance it can in helping such useful men.

The use of the signed application form is too common. At sales, if a cow or heifer is in calf, sellers frequently transfer the bred female to the buyer and give a signed application form without the name of dam or sire of the prospective calf. The names of these animals should be written in by the breeder in his own handwriting and not typewritten, thus preventing the possible fraudulent use of the application form.

There is something more as well that breeders of purebred cattle should consider. That is a carefully and well-kept set of records that should be open at all times to the scrutinizing study of representatives of the association. An account of the disposal of all animals born and bought should also be kept and open for inspection whenever requested. Most breeders take pride in their methods of keeping records. Birth dates kept on calendars and in little memorandum books presented by the John Deere Plow Company or other con-

cerns are not satisfactory and show shiftless methods. A satisfactory method of marking animals is also essential. Tattooing has proven the most permanent system. Some have tried keeping track of their cattle by using straps around the animal's necks. These straps are often lost or removed in some manner. Ear tags are apt to be torn out, but a good job of tattooing in the ear will remain as long as the animal has the ear left. Horn branding and hoof branding are also useful means of identifying animals, but need to be replenished in time. But all these precautions are aids only to the man who is honest. Unscrupulous men may shift animals and tattoo them as they wish.

The breeder must be not only honest himself, but has a further moral obligation to perform. Any breeder who KNOWS that irregularities are being practiced by men who profess to be breeding Shorthorns ought to feel morally bound to present such information to the association. The longer such information is withheld the greater the harm done and the harder it is to obtain compensation and retribution. The association can occupy no middle ground. Either a pedigree is correct or it is false. If false it must be thrown out. Evidence must be absolutely correct. The truth must be known. The harm done by an unscrupulous man to innocent men exceeds in no small measure any possible harm that could come to any one by exposing crooked methods.

A breed association bases the correctness of its records upon the honesty and integrity of the breeders. The success of the breeders depends upon their honesty, integrity and loyalty. Cooperation in obtaining correct information is essential to all concerned. Verily, "A good name is better than great riches; and good favor is above silver and gold."

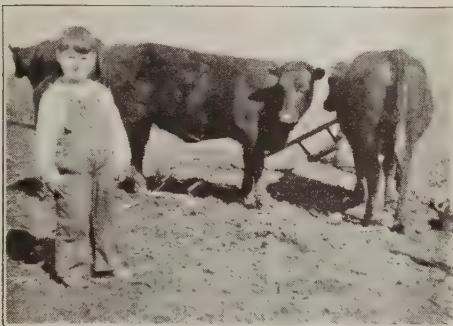


Courtesy O. B. McCrea, Iantha, Mo.

Don't Bite the Hand That Feeds You

Recollections of a Few Show Winners

Thinking over the individual show-winners that attained distinction during the past 20 years, there is one that stands out in my mind as the most striking of all. This was St. Valentine shown by J. G. Robbins & Sons of Indiana and later by George E. Ward of Iowa. I do not recall any animal of any breed so well trained for exhibition purposes as St. Valentine. He would take his pose and stand like a chiselled statue throughout the judging, his head held erect, his



Courtesy F. D. Palmer & Sons, Ocheyedan, Ia.

A Prospective Cattleman

feet well apart, a model of bovine stateliness and symmetry. He possessed a most pleasing form and attractive style. He was the beau ideal. His coat was roan, of a beautiful spotted character. A portrait of St. Valentine appeared in the Christmas number of *The Breeder's Gazette*, as I recollect, in 1898. This was a study in black and white and, as I think back over the many splendid animal portraits that have appeared in livestock publications, I think of this portrait of St. Valentine as excelling all others.

While I am speaking of St. Valentine, there is an incident that is worth repeating. George E. Ward had arranged for a sale at Chicago in about 1902. He had consigned a number of daughters of St. Valentine and a number of females bred to him. The blood of St. Valentine was the leading feature of the sale. Going into the basement washroom of the old Transit House at the Union Stock Yards, quite early the morning of the sale, I observed George Ward having his shoes shined. He seemed to be very glum. I asked him what the trouble was and he replied: "Everything has gone to the devil! I just got a telegram advising that St. Valentine is dead."

I laughed and said: "Great news! Cheer up! It will be a big thing for your sale here."

I referred to an oil painting which had been delivered to Mr. Ward at the Transit House the day before. "Hang this up in full view of the crowd," I said, "and make announcement that St. Valentine is dead; that this is the last opportunity to obtain his daughters in numbers."

George quickly caught the thought and by the time he left the washroom had chirked up considerably.

By Frank D. Tomson

The portrait was hung before the sale on the wall back of the auctioneer's stand. Ward had gone around among the crowd that St. Valentine had passed on. At the opening of the sale appropriate reference was made to the passing of St. Valentine, the greatest show celebrity of his day. It had the proper effect and many times during the sale, Col. Woods would turn with a sweeping gesture toward the portrait of St. Valentine and in his forceful, eloquent way, draw attention to the fact that had Mr. Ward known in advance of the death of St. Valentine that he never would have submitted his daughters for sale.

Before the sale was far along, I remarked to George Ward: "You're about the luckiest man that ever lived." He laughed heartily and admitted that St. Valentine couldn't have died at a more opportune time, so far as cash returns were concerned. His cloud of gloom had been completely dispelled and it was a day of great rejoicing for him—rejoicing inwardly—he was too tactful to reveal it outwardly.

This is only a sidelight, of course. Probably had St. Valentine lived, a larger cash income would have accrued, but certain it was that his passing the day before the sale proved a great stimulus to the auction.

Referring again to St. Valentine as a show performer, I don't recall that he was ever defeated but once after he attained two years of age. It was at the Trans-Mississippi Exposition, when the well-known show bull of his time, Nom-

inee, of Browndale Farm, Minnesota, was pitted against him. Richard Gibson of Ontario was the judge and awarded the honor to Nominee, a decision that was most unpopular. The judge had a long argument on his hands immediately following the award and he defended his position, but no one seemed convinced. St. Valentine was the popular favorite.

There was another bull that made his mark about that time, Viscount of Anoka, a beautiful dark roan. He had the distinction of heading the winning aged herd two years in succession for his owner, T. J. Wornall of Missouri, with a record of 15 first prizes, without once losing the honor. He had numerous individual prizes to his credit also. He was a bull of pleasing outline, with more than ordinary thickness and heft of quarters, though he did not possess that distinctive carriage that was an outstanding characteristic of St. Valentine.

Viscount of Anoka proved a splendid sire. His use was not as extensive as it would have been had he come of Scotch lineage. He undoubtedly possessed more Scotch blood than many of the so-called straight Scotch, but he had the misfortune of selecting for one of his remote maternal ancestors the cow, Fashion by Don Juan. So ever after, he was rated as a plain bred bull, but he had the prepotency that made him a valuable sire. He had it in him to improve the breed. He acquitted himself most creditably, both in the show ring and in service.

The imported bull, Cupbearer, was, unquestionably, one of the most remarkable show celebrities. It seems that he held first place wherever exhibited, until



Courtesy Oklahoma A. & M. College, Stillwater, Okla.

Photo by Hildebrand.

Second Prize Entry in the Produce of Cow Class, Fort Worth, Texas, 1920



University of Nebraska, Lincoln, Neb.

Photo by Hildebrand

A 1920 Denver Champion Steer

the day at the World's Fair at Chicago when he encountered Young Abbottsburn, who covered him up with his massive form. This is going back into history somewhat. The story of this particular contest has been read again and again by Shorthorn students. I did not witness it, but I recall seeing Cupbearer on the Kansas Fair Grounds when I was a boy and I can see him yet. His bearing was majestic, his roan coat perfect, his outline, seemingly, without criticism. Certainly, he approached very close to the ideal. Cupbearer was shown by Williams & Householder of Kansas.

I always regarded Choice Goods as fortunate in his repeated winnings. He possessed a stateliness and showing manner that were of great effectiveness. I am not sure but this was due to his training in the hands of J. G. Robbins & Sons, who had trained St. Valentine. Choice Goods would assume much of the same pose and perform in much the same way. So did The Lad for Me, a red bull exhibited by Robbins & Sons, probably the best known son of St. Valentine. He was much like his sire, though not possessing so majestic a bearing.

Choice Goods had a most beautiful roan coat. When posed in a showing he was a captivating fellow, but he had to be made ready. After landing from a shipment he would appear gaunt. His ribs were rather open and he was a trifle long in the coupling so that before he "filled" he did not present this captivating showyard appearance, but he certainly took it on when the time approached for appearance in the ring and he acquitted himself always with great credit. His main record as a show bull was attained in the hands of the Tebo Land & Cattle Company of Missouri, having been purchased as a two-year-old from Robbins & Sons. As I recall, he was never defeated but once, though he encountered some very keen competition.

He and Whitehall Sultan fought the thing out at the Minnesota State Fair

one year with Choice Goods the winner. Yet, there were those among the onlookers who felt that Whitehall Sultan was entitled to the first rating. The decision was reversed at Springfield, Ill. Whitehall Sultan was of more compact conformation, having more depth of form and better finish at the hooks and tailhead, but he did not have that rare captivating style and showing bearing that, in spite of other weaknesses, invariably has its effect upon the ratings. This was Choice Goods' great advantage and it carried him through.

There came another roan bull into the show contests one year. He came from out in central Kansas and was sent to the American Royal sale by his owner, a man named Baker of Strong City. This was Master of the Grove, having as pleasing a roan color as could be desired and presenting one of the smoothest forms that had ever been seen in a Shorthorn show. He attracted immediate favor and became the most talked of bovine individual at the Royal that year. He came into the showing without training, yet, was within an ace of winning over Choice Goods, but finally was placed next below him. Master of the Grove, from the point of his shoulders back, seemed faultless. He had ample scale and a marvelous flesh covering, without a dimple. But forward from his shoulders there was a lack of masculinity, or, to use a common expression, "bull character."

He made his appearance at the International the following year in the hands of Bellows Brothers and won over Whitehall Sultan—a winning that could not be criticised from the score card standpoint. Yet, Master of the Grove might be said to have been a failure as a sire and Whitehall Sultan without a superior in this respect.

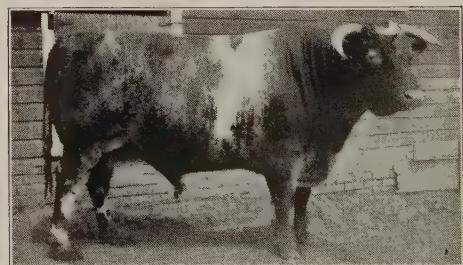
All of these show bulls named adhered to liberal scale. Young Abbottsburn was the heaviest of all, I believe, with Choice Goods second hovering around

the 2,600 pound mark. The Lad for Me was the lightest of all, getting down around 2,200 pounds.

Lavender Viscount, the champion winner at both the Royal and International, won his laurels through sheer thickness of flesh and compactness of form. He was set on the shortest of legs and carried a wonderful wealth of flesh, very smoothly distributed. Probably his greatest weight was not over 2,200 pounds. He was of the "pony" order. A rich, mellow red, having no special claim to style or showing character; he compelled recognition because of the compact form that he possessed, and demonstrated his worth as a sire, transmitting his characteristics down through the second and third generations. The Lavender Viscount type became well known and is observed yet in various herds and sale offerings where his descendants appear.

Another bull came upon the scene later on. It was Ringmaster from the Meadow Lawn Farm of Minnesota. His markings were not the most pleasing, he being a spotted roan. I remember when I first saw him as a yearling. He was led out of one of the barns at Meadow Lawn by Frank Smith, then still in his teens. As he came through the door, Frank said: "Have a look at the next junior champion."

Certainly Ringmaster looked the part at the time and did capture the junior championship at the fall shows that year. Then for three years he was made the grand champion at the International. He was simply unbeatable. Yet, during his rather long and remarkable show record he seemed never to have impressed the breeders as a probable sire of any considerable merit. That is, not in comparison with his individual form and his show performance. There was a lack of impressive masculinity about his head and, I might say, his entire conformation that one desires to see in a bull. Yet, he could not be called ef-



Courtesy M. Stenvers & Sons, Hooper, Nebr.

Royal Dale by Double Dale

feminine. He had a ruggedness of appearance, ample scale and thickness of carcass combined with natural activity. But he just didn't look 100 percent efficient as a bull. His record as a sire bears this out, for it doesn't appear that any considerable number of outstanding individuals are found among his progeny, though he had an opportunity to make a splendid showing. But in all of his showing contests, I don't recall, that any onlooker ever questioned his right to his winnings.

When on the show circuit he attained a weight, if I remember correctly, of a little over 2,400 pounds. He was sold later on and went out into Montana, where, I am told, he began taking on weight after the time when he was supposed to have been mature, and acquired several hundred pounds additional weight. This is rather remarkable. I know of another instance or two where mature animals sold into the northwest took on extra weight. I have in mind, particularly, College Mary, a cow shown by Tomson Brothers of Kansas, as a 4-year-old weighing approximately 1,700 pounds. She was sold later to W. O. Minor of Oregon and appeared in the western showrings where she was a champion winner, attaining a weight of 2,000 pounds. I saw her at Denver two years later weighing a ton. I knew her the minute I saw her for she had held the same form and expression, yet, had acquired this additional weight.

Among the female showring celebrities of the past score of years, Ruberta, bred and exhibited by Robbins & Sons of Indiana, held first distinction. She showed as a calf with her stallmate, Betsy O'Grady, and they stood side by side in the showring that year, if I remember correctly, with Ruberta in first place. Ruberta came out, year after year, always heading her class. Her greatest contest, much heralded in advance, was when she met the Queen's champion, Cicely, but Ruberta held her own and crowded Cicely into second place.

I remember Ruberta winning as a 2-year-old at the American Royal. She was the clear winner in the class, but the judges, thinking to have a little fun, kept placing one after another above her, taking pains each time to make a careful comparison with her, it being the intention to place the others, then, as a last move, send Ruberta to her place. The crowd, however, did not realize that



Courtesy Lewis Berg, Cooperstown, N. D.

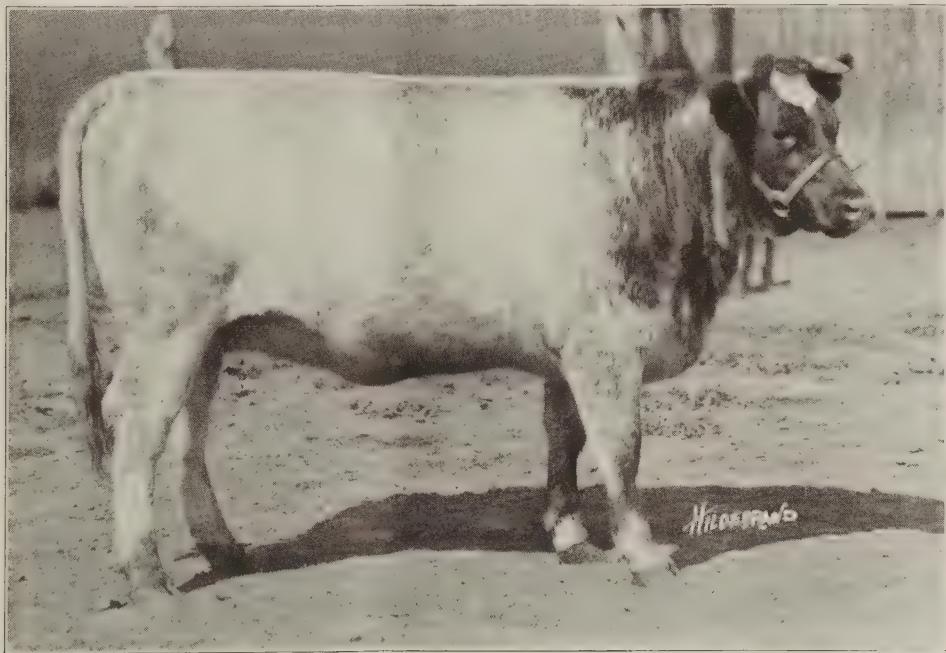
Berg's Agatha 29th. This Cow Was a Prizewinner in a Class of Shorthorn Beef Cows in 1916, and in 1918 Won Over Six Purebred Holstein Cows, Producing 20 Lbs. More Milk and .74 Lbs. More Butterfat Than Her Nearest Competitor

this was the intention of the judges and they watched the contest with much apprehension. Earl Robbins, who held Ruberta became much excited and his uncle, John Robbins, was fairly busy posing her. Finally, when the others had been placed to the satisfaction of the judges, they gave Ruberta a final minute inspection as though possibly intending to put her up one place, then instructed Earl Robbins to lead her to the head of the class. The tension was relieved, but there were those who questioned the advisability of playing so serious a joke on an exhibitor. Nothing but good feeling resulted, however, and Ruberta carried from the ring her accustomed blue ribbon.

The last time I saw Ruberta was in the pasture at the Howell Rees farm at Pilger, Neb. She had aged. One horn had been broken off. You could still see a suggestion of her former show form, but it required the aid of the imagination to do so. For my part, I would rather not have seen her in this depleted and aged condition, for, like all patrons of the shows, I had felt a personal interest in Ruberta and an enthusiasm in her repeated showring triumphs.

Then came the massive roan cow, Dorothea, with the Meadow Lawn entries from Minnesota. She was a wonder in the matter of flesh covering and spread of rim. She was considerably above the average weight and possessed very pleasing feminine character. She was of decided thickness through the chest and quarters and admirably finished. Up and down the country she went, from show to show, for several years, usually holding her place at the head of the class, though now and then being obliged to give away. She was a marvelous cow in her day, but she followed the shows too long for her greatest popularity.

Patrons of the shows like to see, after a reasonable succession of triumphs, new contestants coming to the fore. They feel a sort of resentment of the coming back, year after year, of the old timers. They sometimes feel that, having held the honor repeatedly, that there should be a voluntary giving way to others. This is quite natural and doubtless it is better for all interests. Yet one cannot fail to think deeply when an animal prevails against all comers, year after year. The unfortunate feature is, as I have already indicated, that not always do these remarkable show performers make a worthy showing as breeders which, of course, is the important end. They get



Courtesy Dunndale Farms, Alexis, Ill.

A Pleasing Sort. Violet Belle by Longfellow

by in the shows often without dissenting expression, but they fail sometimes in the larger performance, that of transmitting their wonderful forms to their progeny.

After all, a study of the show winners over a long period, as is revealed especially in Cowan's Record of Prize Winners, there is the evidence that the show performers, to a very large extent, produce the show winners of subsequent years. The showring brings out the best individuality and bears the closest relationship to the improvement of the breed's standards. For that reason, it would seem that we could profitably revise our estimate of show performers sufficiently to give adequate emphasis and value to the qualities that suggest prepotency, to the characteristics that denote usefulness; that we may profitably ignore, to an extent, the results obtained by the feeder's art and give closer attention to the natural inherent characteristics of the individual.

It seems that we are, in fact, inclining in this direction and it seems reasonable to assume that with more attention placed thereon our showring entries will have a closer relationship to

breed improvement than in the years that have passed.

It has even been proposed that professional judges be employed as far as possible, schooled as to the standards which are to be given preference, in order that a standard type may be developed and established. But I can see



Courtesy Geo. E. Hoffman, Ida Grove, Ia.

Dale's Choice 2d

that there would be no end of criticism and disappointment under this plan, at this period. By common consent we are inclining to a standard and our showings today present very much the most uniform standard that they have ever known. Yet variations occur and will occur. It takes time to bring about the establishment of one type and probably it is practical only to approach reasonably near to this one type. Slight variations may be to the advantage rather than to the disadvantage, as conditions and requirements vary.

The main need, in my judgment, in our show ratings, is a more studious recognition of the qualities that make for usefulness and prepotency. These qualities are not easily described on paper. One judge possesses a better insight than another and so there will be fluctuating emphasis placed on these points. But it is all educational, the work of our showings. The judges and the exhibitors, as well as the onlookers, have come to regard the shows in an educational light as they did not in other years. We are moving in the right direction and every prospect holds encouragement.

How Much Shall the Beginner Pay?

We have in mind a firm which has operated successfully for many years. The members of this firm are rather conservative. They are good judges of the worth and usefulness of animals. They have used the best of bulls, though in no case paying what would be regarded as a high price for one. In fact, the calves sold from the herd by these various sires have commanded from two to four times the original cost of the sire.

In the selection of females they have been discriminating also, but have not been inclined to high prices. They have looked always to the individual worth of the animal, have studied the pedigree and when highclass females were obtained they were placed in the herd and rarely disposed of until past the age of usefulness. Recently this firm has made selections of females at higher prices than they have ever paid, in one case three times higher than the highest price ever paid.

They didn't particularly need these to keep up the numbers of the herd; they didn't make the selections because they owed patronage to the sellers nor did they have any definite price in mind when they decided on the purchase. It was just a question of acquiring them for foundations upon which to build the future. These females represented the best of bloodlines, coming through the hands of breeders of established reputations. It is the intention of the purchasers to build on these foundations. The investment in this case is incidental. It was just a question of acquiring the kind of individuals wanted and the lines of breeding which had a

recognized value wherever Shorthorns are known.

It is quite possible that if these purchases were offered for sale tomorrow that the purchase price would not be realized. There is a possibility that they might sell for more than they cost, but that phase of the matter was not considered when the purchases were made.

It is a noticeable fact that many breeders are following this same plan and it seems that it is the safest and surest plan. It isn't a question of trafficking in pedigrees. It's a question of building on the most substantial foundation—and continuing to build thereon. In the case of such selections the purchasers are likely to drop out of their

herds females that do not represent as attractive ancestral lineage nor as high efficiency as producers.

There is a more general recognition of the value of the names of worthy breeders in the pedigree probably than ever before. The prospect is that greater importance will be attached to such names in the future. Hence the inclination on the part of men who are building for permanency to secure foundation females that have come down through the hands of such breeders.

It isn't so much a question of the amount of money invested as the purpose of the investor. We are paying more attention now to permanency than ever before and because of this we are more discriminating in our selections.



The Eckley Purebred Shorthorn Club, Red Cloud, Nebraska

What is a Good Shorthorn Color?

Any good Shorthorn is said to have a good color. There are preferences in the trade, however, that may be given consideration profitably. It seems that the South American trade does not favor spotted Shorthorns. That is, red and white Shorthorns. They do not favor white-legged cattle. In fact, there is, in this country, a rather general disinclination to buy these red and white and white-legged animals. Presumably it is a mere fancy, but markings will always have a close relationship to the business of breeding purebred cattle.

There is a discrimination against very dark shades of red, especially where there is a blackish tinge and more es-



Courtesy A. G. & C. A. Horsley, Sioux Pass, Mont.
Contentment Chiefly

pecially if this is in evidence in the face or around the nose. As a rule, this blackish tint accompanies a coarse hair and suggests a lack of thrift on the part of the individual.

Black noses are generally regarded as objectionable; cloudy noses somewhat less so. The black or cloudy seems to have no relation to thriftiness nor individual excellence. However, as one looks through the shipments from the

Export Trade

Even a casual survey of the situation, in this and other countries, emphasizes the advantage which the breeders of Shorthorns in the United States have in the development of the livestock interests throughout the world. Nowhere else in all the world are there numbers of Shorthorns to compare with those in this country. The British Isles contain but a limited number compared with those in America. This number is wholly inadequate to supply existing needs and it was inevitable that the attention of South American interests should incline to the United States. We have already made a number of shipments to Argentina. The second shipment has been delivered to Uruguay. Brazil interests are looking this way and there is a prospect of early business with Chili of a liberal extent. These, it appears, are only the beginning of a prosperous trade.

We have only to study the needs of these territories and ascertain their preferences in order to qualify for this trade. Certainly the prospect is very flattering, but there is need of better shipping arrangements; there is need of

western ranges that have not had the benefit of improved blood, that are "cold blooded," the prevalence of dark noses is apparent. Perhaps this is one definite reason why the breeder of purebred Shorthorns looks with disfavor upon this marking.

The mellow red has long been held in high favor as has the well mixed roan of either light or dark shade. There is a tendency to discriminate against the light reds or yellow reds and there is also the same discrimination against roans in which this light red or yellowish red shade mixture appears. Just why this shade discrimination exists is not clear as many of the best feeders show this color tendency. Evidently it is merely the appeal of the dark shade that gives it preference.

The white Shorthorn has greater popular favor today than ever in the history of the breed. Its value is recognized because through the use of white Shorthorns crossed upon reds result the beautiful roans that invariably appeal to the eye.

It is advisable when the cows in the herd incline principally to the red color that a white bull be used thereon to produce the much desired roans. On the other hand, if the cows are rather light in color, including many whites, the desired roan may be encouraged by the use of a red bull. These results are not absolutely dependable, but as a general proposition are obtainable.

Referring again to the red or white, or spotted, animals. Many very high-class individuals have possessed these markings. There seems to be a recognition that white denotes quality, and

one is likely to get that impression by noting the superior individuality of these red and white Shorthorns. But the trade does not favor this marking and in the herds where red and white animals are numerous the use of a white bull may solve the problem.

In the selection of a bull where colors are to be considered one should have some knowledge of the color of the ancestry for this is likely to affect, to an extent, the color of the progeny.

After all, a good Shorthorn does have a good color, but by careful, skillful selection of sires the breeder may bring



Courtesy Melvin Gregg & Son, Stanberry, Mo.
Seven Months' Calves

about the result where a good Shorthorn will have—a better color.

The breed has a very decided advantage in the variety of its colors, and the day will never come when a good Shorthorn will not gain favor, but its attractiveness may be increased by paying a little attention to the color of the garment it is to wear.



Photo by G. C. Wheeler, Topeka, Kans.

Winners in the Riley County, Kansas, Calf Club

correcting a few of the minor details for the benefit of those who are engaged, or who will engage in this export trade.

There will undoubtedly develop, during the next decade, a very large export business and one feature that will contribute to this development will be the keeping of our herds in better condition of flesh, that selections may be made for shipment at all times of the year,

and adherence to the type which finds greatest favor with these buyers, and with due attention to the colors and markings which they favor. These considerations need not in the least affect the breeding of Shorthorns best suited to our own conditions, but a little intelligent attention to these foreign preferences will have a close relationship to the extent of the export trade.

The Riley County, Kansas, Calf Club

The calf club, like any other organization designed primarily for the betterment of the community, receives the most hearty approval of the general public, but the actual personal attention necessary for a successful finish must finally be carried out by a very limited number of individuals. The club organized at Manhattan, Kansas, November 8, 1919, and completed May 26, 1920, may be used to indicate some of the features which must be considered in every calf club. Thirty boys and girls with the consent of their parents had agreed to take one calf each, selected by lot, at the time of delivery. The calves were purchased in the Dover, Kansas, neighborhood at an average of \$150 per head with all expenses paid until delivered.

By W. A. Cochel

Full instructions as to feeding and management were given by letter, by phone and by personal visits from time to time. For the most part very keen interest was shown by the contestant in the progress and development of their calves. A few, due to the exceptionally high cost of feeds and lack of confidence on the part of their parents as to the wisdom of having heifers which they hoped to keep on their farms for breeding purposes, too fat, did not develop the calves properly. In only two instances, however, were the calves returned in an underfed condition.

Cash prizes were awarded amounting to \$250, contributed by the American

Shorthorn Breeders' Association, \$34.00; John Tomson, president of the Kansas Shorthorn Breeders' Association, \$100.00; W. A. Cochel \$100.00 and Robert Russell, president of the Atchison County Calf Club \$10.00. The prizes were divided into three groups of ten each. The first group was awarded on the basis of the individual excellence of the calves as in any showing. The second group on the basis of gain in weight from November to May. The third group on the basis of advance in rank of calves over their placing in November. A silver cup was donated by Col. L. R. Brady to the individual making highest average in the three classes. The extension division of the Agricultural College weighed the calves at the beginning and close of the club and the animal husbandry department furnished barns and lots and other conveniences for handling the calves. The Chamber of Commerce furnished catalogs and ribbons and the bankers of Manhattan furnished funds at 6 percent for the purchase of calves.

The two exhibits of results bring out some very interesting facts. Two of the calves were not returned to the show due to illness in the family on that date. The greatest gain in weight was made by calf No. 3, which also advanced in rank from 20th to 2nd, or 18 places. Calves Nos. 5, 10, 18, 21 and 27 were turned on grass early in the season, hence were not presented in the bloom characteristic of the others. In other instances calves did not take kindly to the change from home surroundings to new conditions, hence did not fill as they should to make a good showing.

The auction of calves was held immediately after the Breeders' sale on May 26. Col. L. R. Brady was in the box. It may be of interest to state here that each calf sold on its market basis. An effort was made to have boys and girls who wanted to retain their calves secure them at values which would rep-



*Winners in Annual Stock Judging Contest, Kansas State Agricultural College.
Left to Right—Oscar Steanson, A. D. Weber, J. M. Myers
(High Man), J. F. Brown and R. E. Sears*

Each calf was vaccinated against black-leg, tested for tuberculosis and insured for eight months. They ranged in age from 6 to 9 months, had run with their dams on pasture and had never had a halter on them until date of delivery. They were judged, placed and priced as nearly as possible on individual merit, then each boy or girl drew lots to determine the particular calf he or she should receive. The day of delivery was a typical November day, which made it impossible for some of the prospective owners to be present. Here the first difficulty in carrying out plans was met. Six calves out of the thirty were left on the hands of the committee in charge, due to unusual and unavoidable circumstances. The remaining 24 were started to their new homes where for the most part no individual of any breed of purebred livestock had ever been handled.



*Photo by G. C. Wheeler, Topeka, Kans.
The First and Second Winners, the First at the Left*

resent their actual worth. An equal effort was exerted to see that bidding was prompt up to that point. The sale prices of some individuals were below their actual value, notably Nos. 2, 23, 27 and 31, due to the failure of their owners to carry their own bids up as high as they were justified.

The average price received for calves was \$205, the average amount won in cash \$11.00, making a return of \$65.00 each for the maintenance of calves during a period of six months. Everett White and Clyde Scott will probably profit most from the future as they not only retained their own calves but bought others for the purpose of establishing a purebred herd. Edward Tibbitts returned the best calf to the show, while Geraldine O'Daniels won the silver cup for the greatest efficiency in handling her calf. Each boy and girl has received the SHORTHORN IN AMERICA and the Shorthorn World, which has given them an opportunity to become acquainted with Shorthorn business and sentiment throughout the country.

In planning a successful calf club ample provision should be made for financing same. A good useful lot of calves creditable to the breed should be secured, some plan for absorbing any calves left in the distribution should be devised and a liberal premium list prepared. Some member of the committee should arrange to see each calf at least every month. At the close of the contest the manager should see that some one is prepared to buy all calves, which must of necessity change hands and do so at their true value. The sale should be held immediately after the judging has been finished, not allowing any interval to elapse, thus preserving all the enthusiasm for start of the sale. Prizes should be distributed in such manner as to stimulate rapid growth and gains. Placing calves at beginning and end of contest indicates more clearly than any other way why some calves have been more profitable than others. As the ultimate purpose of calf clubs is to distribute purebred calves on farms where

FLACINGS IN THE JUDGING AT CLOSE OF CONTEST.									
1. Edward Tibbitts.....	\$20.00	6. Donald Westgate.....	\$ 5.00						
2. Geraldine O'Daniels.....	15.00	7. Eugene Westgate.....	5.00						
3. Wilma Pittman.....	10.00	8. Earl Westgate.....	5.00						
4. Clara Springer.....	5.00	9. Pearl Jones.....	5.00						
5. Coral Springer.....	5.00	10. Verne Schwab.....	5.00						

GAIN IN RANK AT CLOSE AS COMPARED TO RANK AT START.

	Rank Nov. 8.	Rank Today.	Gain.
1. Geraldine O'Daniels.....	\$20.00	20	2
2. Pearl Jones.....	15.00	22	9
3. Clara Springer.....	7.50	11	4
4. Verne Schwab.....	7.50	17	10
5. May Tibbitts.....	5.00	24	19
6. Clyde Scott.....	5.00	23	20
7. Peter Miller.....	5.00	15	12
8. Eugene Westgate.....	5.00	10	7
9. Donald Westgate.....	5.00	9	6
10. Ruth Davis.....	5.00	16	14

GAIN IN WEIGHT.

	Wt. Now.	Wt. Nov. 8.	Gain.
1. Geraldine O'Daniels.....	\$20.00	850	375
2. Clara Springer.....	15.00	945	495
3. Wilma Pittman.....	7.50	860	470
4. Charles Allen.....	7.50	745	355
5. Margaret Burtiss.....	5.00	910	530
6. Edward Tibbitts.....	5.00	855	480
7. Coral Springer.....	5.00	865	510
8. Eugene Westgate.....	5.00	755	405
9. Donald Westgate.....	5.00	830	495
10. Doris Weisner.....	5.00	830	500

WINNINGS

BRADY SILVER CUP, OFFERED BY L. R. BRADY, FOR GRAND CHAMPIONSHIP. AWARD TO GERALDINE O'DANIELS. BEST AVERAGE OF FIRST THREE CLASSES.

Geraldine O'Daniels.....	\$55.00	Everett White.....	\$ 5.00
Doris Weisner.....	5.00	Pearl Jones.....	20.00
Clara Springer.....	27.50	Verne Schwab.....	12.50
Wilma Pittman.....	17.50	Eugene Westgate.....	10.00
Chas. Allen.....	7.50	Donald Westgate.....	10.00
Margaret Burtis.....	5.00	Peter Miller.....	5.00
*Edw. Tibbitts.....	25.00	Clyde Scott.....	5.00
Coral Springer.....	10.00	Ruth Davis.....	5.00
May Tibbitts.....	10.00	Earl Westgate.....	5.00

*Additional prize of \$10.00 offered by Robert Russel, president of Atchison Co. Calf Club for best calf.

they have not heretofore had a place, an effort should be made to select boys and girls whose parents will be willing to retain the calves at the close and to eliminate those whose parents permit them to enter with the hope that they may make a profit on the transaction. If possible, they should only be placed on farms where an abundance of feed necessary for their development has been produced and where grade stock has been handled successfully.

Trim the Feet

Many a valuable bull has been nearly ruined for lack of care of the feet.

Being kept in stalls or small lots has often caused the feet to grow long to such an extent that the toes turn upward and the weight of the animal thrown on the heels, straining the legs and having a tendency to make them permanently crooked.

When it is necessary to keep an animal in small lots or in stalls, this trouble may be prevented by an occasional trimming of the hoofs, but, even so, nothing is more beneficial than sufficient exercise so that the feet may be kept reasonably well worn down and the legs allowed to grow naturally.

Order in Placing.	Nov. 8.	May 26.	Weight			Value	
			Calf's Name.	Ibs.	Ibs.	Ibs.	
Member's Name.	Address.		Irene 3d.....	945	495	450	\$155.00 \$250.00
*Clara Springer.....	Garrison	11 4	Duchess of Auburn..	830	500	330	165.00 185.00
*Doris L. Weisner.....	Manhattan, 1	3 17	Elsie 3d.....	850	375	475	140.00 325.00
*Geraldine O'Daniels.....	Westmoreland	20 2	Lilly 4th.....	710	390	320	160.00 195.00
Eugene Westgate.....	Manhattan, 4	10 7	Buttercup 3d.....	600	305	295	145.00 150.00
*J. Blythe Morris.....	Manhattan, 2	18 21	Flossie 3d.....	855	480	374	165.00 310.00
*Edward Tibbitts.....	Westmoreland	2 1	Pearl 2d.....	865	580	285	155.00 205.00
*Peter Miller.....	St. George	15 12	Blossom 3d.....	910	530	380	155.00 205.00
Margaret Burtis.....	Manhattan	14 18	Irene 2d.....	555	420	135	140.00 145.00
Matthew Graff.....	Flush	21 22	Flora B.....	715	435	280	160.00 215.00
*Donald Westgate.....	Manhattan, 8	9 6	Irene	745	535	220	150.00 210.00
Ruth Davis.....	Manhattan, 1	16 14	Myrtle's Rose.....	455	145.00
*†J. Howard Akin.....	Manhattan, 8	19 ..	Ruby Hill 3rd.....	745	355	390	165.00 200.00
*Charles Allen.....	Manhattan, 4	5 16	Lila	755	405	350	125.00 190.00
*May Tibbitts.....	Westmoreland	24 19	Maribell	860	470	390	165.00 250.00
*Wilma Pittman.....	Garrison	4 3	Marigold 4th.....	640	420	220	125.00
*Clyde Scott.....	Westmoreland	23 20	Merry Girl.....	770	465	305	130.00 155.00
Pearl Jones.....	Manhattan, 8	22 9	Lenora 6th.....	470	165.00
*†Margaret Akin.....	Manhattan, 3	1 ..	Princess 2d.....	840	535	305	160.00 185.00
Norman Jones.....	Manhattan, 8	7 11	Minna	865	510	355	160.00 210.00
*Coral Springer.....	Garrison	6 5	Marion 6th.....	735	475	260	155.00 155.00
William Still.....	Ogden	12 15	Madelaine	700	365	335	150.00 180.00
Vern Schwab.....	Keat	17 10	Kalona 3d.....	820	520	300	160.00 175.00
Earl Westgate.....	Manhattan, 4	8 8	Cedar Grove Bell....	830	495	335	150.00 210.00
*Everett White.....	Manhattan, 4	13 13					

*Calves purchased by boys and girls who had fed and developed them.

†Couldn't get in on account of sickness.

From the Secretary's Desk

The prospects during the last four or five years were probably never so good as at present for the office of the Secretary to go onto a basis of early return of registry certificates after receipt of applications.

There are several reasons for the above statement:

First, we have passed through a period of extreme shortage of office help and a period of restlessness of office workers such as possibly has never been equaled, caused by war conditions and a readjustment to peace basis.

Second, greater stability of employment is now noticeable and there is also apparent a more ready supply of office help than for some time.

Third, a thing that should contribute very materially to the advancement of our work is the additional office space we are acquiring, amounting to about one-fifth of our total room. This will permit of employment of a sufficient number of clerks at all times and more efficient operation because of the less crowded conditions.

At this date, July 1st, we are making certificates of pedigrees received for record about March 10th. Transfers are being recorded within two or three days after receipt of application.

While there will always be some discrepancy in the time required to make returns on pedigrees and that required for transfers, there may be necessary some explanation of the fact that we are now issuing certificates of registry applied for in March and transfers applied for a day or so ago.

The explanation is that the recording of transfers requires much less labor, and the other is that our office was swamped with pedigree applications during January when the rule went into effect increasing registry fees.

On the first of January we were about a month and a half behind our work and by the time that all of the January receipts were recorded and certified we were four months behind. It required nearly three months to do the January work and less than a month to complete the February work. We received about 40,000 pedigrees in January and an average of approximately 8,500 each month since. At the rate we have been working, we should be in good shape with the work by October 15th as we anticipate quite light receipts for the months of July and August. As in the past, we will advance pedigrees of cattle which are to be shown at the fairs.

Comparing the period commencing November 1st, 1919, up to July 1st, 1920, with the same period the previous year, we find that pedigree receipts have slightly exceeded those of a year ago in the total, due no doubt to the abnormally heavy receipts in January, which will probably reflect itself in lighter receipts up to early fall. It does not seem that the increase in pedigree fees, necessary because of mounting costs of

operation, will materially affect the number of cattle registered.

SEND FOR IT—TODAY

The Record of Shorthorn Prize-winners containing the tabulated pedigrees and class rating of 1,260 show winners for the past twenty years is now ready for mailing.

This volume as finally compiled contains slightly under 500 pages. It is a valuable addition to Shorthorn literature. The price is \$2.00, which is less than its actual cost.

It is the purpose of the board of directors to continue to publish the records of the show winners in book form in the future.

Certainly no more useful work could be provided for text-book purposes in animal husbandry classes and the breeders' libraries.

Send requests to this office.

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Editor, THE SHORTHORN IN AMERICA.

They Do Their Part

Forty-one Shorthorn cows made an average during the month of March of 1,000 lbs. of milk and 40 lbs. of butterfat each, according to reports filed with the Milking Shorthorn Society, Independence, Iowa.

The star performer in this list is Rosemary 2d, an aged cow of the Bellevue Farm, Conshohocken, Pa., with a record of 1,473 lbs. of milk and 63.5 lbs. of butterfat. Pure Roguish Eyes 5th of the O. M. Healy & Son herd, Muscatine,

Iowa, headed the four-year-old list with 1,379 lbs. of milk and 51 lbs. of butterfat, though she was surpassed by the aged cow, Snowdrop, of Sherwood Farms, Far Hills, N. J., yielding 1,381 lbs. of milk and 63 lbs. of fat. Also Happy Rose of the Bellevue herd, with 1,342 lbs. of milk and 60.6 lbs. of fat; and Stella, owned by W. C. Wood, Pendleton, Ind., yielding 1,422 lbs. of milk, though slightly less butterfat, 49.9 lbs. Glenside Rose of the Foothills Farm, Carlton, Ore., had 1,419 lbs. milk yield and 53.8 lbs. fat.

Four three-year-old cows ranged from 924 lbs. of milk to 1,329 lbs. and 41.8 lbs. of fat to 46.4 lbs. The interesting fact is that Woodmont Duchess 2d of Bellevue Farm, having the lowest milk yield, 924 lbs., had the highest aggregate butterfat, 46.4 lbs. Foothills Helen, with the highest milk yield, 1,329 lbs., was next highest in butterfat yield, 45.4 lbs.

In the two-year-olds, Blossom of Glenside, of Palmer Farm, Euclid, Minn., made the handsome record of 1,079 lbs. milk and 47.3 lbs. of fat. Thos. Harrison's Welfare Naomi made a better milk record at Santa Rosa, Calif., 1,083 lbs. milk and slightly less butterfat.

The Tale of Two Steers

Buster was the Grand Champion steer in the Junior Feeding Contest at the 1919 International Live Stock Show. The judge declared him to be the best type and to have the best beef producing qualities of any of the forty steers shown. He was selected, fed, and exhibited by Miss Clara Ray of Mellott, Ind. Her success proves that a sixteen-year-old girl can understand the language of a yearling steer when he asks for feed and care.

Mike was a big-boned four-year-old. He came from an ordinary cornbelt feed lot and for over eighty days had enjoyed the privilege of the grain bunk and clover rack.

Both steers made their final journey to Chicago the first week of December. Buster, only nineteen months of age, crossed the scales at 1,270 pounds—Mike, on the other hand, for all his four years of age, weighed but 1,165 pounds. Buster was auctioned off to Armour and Company at the special International sale for 29 cents per pound. Steers of similar quality, suitable for the fancy Christmas trade commanded 21 cents the same day in the yards. Mike sold on the open market and brought his feeder 11½ cents per pound.

The illustrated story in full, showing comparison of cuts and carcass and dressing percentages may be had by addressing Armour & Co., Chicago. It is an interesting story.

Notice to Exhibitors

Cards, to be placed over every animal entered in the Shorthorn division of all shows where appropriations are made by this association, may be obtained at the following prices, express collect:

10 Cards.....\$2.50	40 Cards.....\$5.00
20 " 3.50	50 " 5.75
30 " 4.25	60 " 6.50

Affairs at the Association Office

The following resolution was adopted by the Board of Directors of the American Shorthorn Breeders' Association, examination of the evidence:

Resolved: That R. D. Seaman, Pulaski, Iowa; Harley (Harlie) Yost, Libertyville, Iowa; Art J. Andrews, Fairfield, or Melbourne, Iowa; J. G. Maasdam, Maasdam Stock Farm, Fairfield, Iowa, and W. K. Maasdam, Packwood, Iowa, now and in any business connection they may make in the future, directly or indirectly, be permanently barred from the records of the American Shorthorn Breeders' Association for registry or transfer purposes, except that such cattle now in the possession of J. G. Maasdam, Maasdam Stock Farm, or W. K. Maasdam, may be entered for registry within ninety days from June 1st, 1920, and transfer, provided when presented application for such cattle meet with the entire approval of this Board, but all pedigrees showing the names of Harley (or Harlie) Yost, and R. D. Seaman be denied entry and all such pedigrees now in the records be canceled and stricken therefrom.

The canceled pedigrees referred to purport to represent three of the more popular families. Applications for registry, and registration, totaled 160 odd in number; of this number less than a dozen were bulls, yet the applications showed that the females had never missed a year from the time they began breeding as heifers. This is an unparalleled case; nothing like this producing record has ever appeared in the American Shorthorn Herd Book, or elsewhere, so far as information shows.

Fortunately such pedigrees as were issued were not widely circulated, passing into a few hands only. It will not be difficult to cancel such sales as were made; in fact, adjustments for most of them have been made and a considerable number of the animals in question have already been slaughtered.

This is the most flagrant attempt at pedigree manipulation that has ever come to the attention of this Association.

Art J. Andrews, herdsman for J. G. Maasdam, had filled out all of the applications. His name appears in numerous cases as the breeder of one or more generations of the ancestors, but the purported signatures of Harley Yost and R. D. Seaman appear as the breeders of the individual animals and on the transfers.

Yost is a stockshipper at Libertyville, Iowa; R. D. Seaman, whose address is given as Pulaski, Iowa, could not be located nor could anyone in the community or in adjacent vicinities recall any such person. A registered letter addressed to him from this office was returned. Neither Yost nor Seaman had recorded any animals back as far as Volume 75 inclusive, except in Volume 100 where eighteen of the Yost pedigrees in question appear.

Art J. Andrews testified that he had bought the cattle of these parties at three different times, but could not recall the number included in any one of these purported purchases—not even approximately. When questioned as to how he was able to identify the individuals, he having entered for registry in some cases four generations at one time, he said "From Yost's and Seaman's records." Yost stated on two occasions that he "kept no records." Andrews testified that J. G. Maasdam had furnished the money to handle the deals, Maasdam having given him checks at three different times for such pur-

poses. J. G. Maasdam admitted having furnished money once for such purpose.

Questioned as to whether he had made inquiries as to the reliability of either Yost or Seaman, purporting to be breeders of this number of Shorthorns of popular bloodlines, Art J. Andrews replied, "No. I just took their word." Andrews admitted that there was a set of Herd books at the Maasdam Stock Farm, but when asked whether he had looked up the records relating to the cattle which Harley Yost and R. D. Seaman were purported to have sold him he said that he had never thought of that.

The testimony of the several parties did not agree on various vital points. With all the evidence assembled it was so evident that it was an attempt at fraud on a large scale that the Board of Directors had no course to take but to bar the parties in the attempt from the records.

It will be noted in the Resolution that those cattle now on hand, the property of J. G. Maasdam, Maasdam Stock Farm and W. K. Maasdam may be recorded within ninety days providing satisfactory evidence of identity and breeding is furnished this Association. Since this Resolution was passed representatives of this Association have earmarked, by means of the tattoo, all the Shorthorns, imported or homebred, at the Maasdam farms and have taken descriptions of each individual in order that their identity may be established.

Such cattle as had been sold through the sales at the Maasdam Stock Farm were sold as owned by the Maasdam Stock Farm, though an affidavit was furnished to this Association stating that a heifer purchased in the 1919 sale as owned by the Maasdam Stock Farm, appeared as owned and bred by Harley Yost and the transfer signed by Harley Yost, when the pedigree came into his possession some weeks later. The purchaser stated in this affidavit that when he saw Yost later and asked him where he obtained a heifer of this breeding, Yost answered, "I didn't. I only got the papers on her."

It will be remembered that several names appeared in the April number of *THE SHORTHORN IN AMERICA* of parties who had been barred from these records. These names are published again in order that Shorthorn breeders may become familiar with them. As stated in the April issue, it is the purpose of the Board of Directors of this Association to publish the names of all against whom similar action is taken, as a protection to the entire Shorthorn fraternity. Here are the names previously published.

Redenius Bros. and J. H. Redenius, Rushmore, Minn.

Wm. Tossey & Son, Marysville, Ohio.
Wormet Bros., Friendship, Wis.

John Heyer, Clear Lake, Wis.



The specially designed trophy illustrated above is offered by Mr. and Mrs. Irvin R. Kirkwood, Kansas City, for the best Shorthorn bull, to be won three times by the exhibitor at the Sni-a-Bar Field Show before becoming the property of the winner.

THE SHORTHORN IN AMERICA

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FRANK D. TOMSON, *Editor*

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IT PAYS TO GO STRAIGHT

Elsewhere in this issue is published a condensed report of the action of the Board of Directors in barring certain parties from the record for registry or transfer purposes because of pedigree manipulation that gave evidence of fraudulent intent.

In no other business is integrity a greater asset than it is in the breeding of registered livestock. It is doubtful if in any other business a lack of integrity is as quickly detected as in this business. Occasionally an individual, thinking to take a short cut to the goal of success, makes a misstatement regarding the breeding of an animal; occasionally an extra calf is slipped in and twins are offered for record when only one should have been so offered; occasionally an individual may substitute a popular pedigree for one of so called plain bloodlines in order that the value of the individual may be enhanced; occasionally a heifer calf may be recorded in the place of a bull, the owner thinking the heifer would meet with a more ready sale or have a greater value. But it is surprising how these attempts at crookedness are detected, almost without exception. Perhaps one does get by occasionally. But in such instances there seems to quickly develop a suspicion on the part of other breeders which in itself serves as a protection to the fraternity in general. Somehow, these people who fail to recognize the fundamental value of integrity, who employ clever, tricky methods, never seem to get very far in this business of breeding Shorthorn cattle. The sentiment against it is so strong and so general that their chances of getting by without detection and hold the confidence of the breeders are small indeed.

The Board of Directors of the American Shorthorn Breeders' Association has taken decisive action in a number of cases and have put the parties whose methods were open to question out of business, so far as the American Shorthorn Herd Book is concerned, and it is the purpose to apply more stringent rules and persistent effort to check all cases in which there is any question or suspicion in order to keep the records clear and dependable and place the business on a still higher standard.

A resolution adopted at a recent meeting of the board requires that beginning February 1st, 1921, no animals will be entered for registry in the American Shorthorn Herd Book after they have passed 24 months of age. This is a long

stride in the right direction. Had this action been taken a few months earlier, there would not have come about this unparalleled attempt to record pedigrees purporting to represent animals of certain popular families. But the action has been taken now and becomes effective February 1st, next, unless the board should decide at its annual meeting to modify the ruling.

Getting back to the matter of integrity, the matter of a good name in this business, what greater asset can there be? Not long ago the well known auctioneer, Carey M. Jones, in speaking of the value of a pedigree, stated that the names of the animals on both the paternal and maternal side could be covered up and only the names of the breeders appear and the value of the pedigree could be accurately determined by those breeders' names. That gets pretty close to the point in question. The combined intelligence and integrity of the breeder is unquestionably, one of the most valuable assets in a pedigree.

It is interesting to note how quickly square methods come to be generally known and it is interesting also to observe how quickly the reverse, the apparent lack of truthfulness of others, becomes whispered about among those who engage in this business of breeding Shorthorns.

Looking back over a period of 25 years, there are a number of names that come to mind of those who were obliged to discontinue their identity with this breed because their methods did not meet with the approval of the breeders generally, and not meeting with this approval, the business was unprofitable.

It is not the easiest thing in the world to sell an animal purporting to represent a line of breeding that the possible purchaser desires to obtain, unless the possible purchaser believes that the animal in question actually does represent that pedigree. In fact, it is rather hard to induce a man to patronize a sale, or deal privately with another man, if in his mind there is a question regarding the reliability of his records. It is the most natural situation in the world. If a man does not believe what another man tells him, he is not apt to invest money in his proposition. This isn't a horse trader's business. There is a different set of ethics used. There are safeguards thrown around this business and restrictions, also, that have a tendency to discourage dishonest practices. And the man who would enter it with the view of making money out of it will do well to inform himself at the outset of the kind of ethics that are applied, of the nature of the rules by which he must be governed.

No other business affords a more inviting field for the man who is upright, who places a premium on honesty, who couples his honesty with diligence and intelligence. The field is without limit and the support accorded such a man is without limit also. The breeders spend their money freely when they have confidence, but, lacking confidence, they are niggardly investors.

GET ON A PERMANENT BASIS

One lesson that livestock breeders need to learn is the value of permanency in the business. There has been always too large a percentage of those identified with the calling who regard it, either consciously or unconsciously, as a temporary venture. They fail to look into the future far enough to know the advantage of permanency. They fail to observe the value of good will that requires years to build up. They fail to observe that there is more profit to a man who remains in it permanently than to the man who switches about from one undertaking to another.

It is doubtful if any business, of whatever nature, offers more inducements for permanency than the business of purebred livestock production. Yet, in the main, this has been disregarded by the great mass of those identified with the vocation. The thought seems to be, on the part of many that they will engage in it while the prices are running strong and then if there seems to be a downward tendency in values they will cut loose and get into some other line. This practice has never been the winning one, however widely it may have been followed.

We can think of no other line of activity in which the value of a good name long established is greater than in this particular line.

When a bank is founded, it is assumed by its founders that it will take a good while to get it on a profitable basis and they realize that when it is on a profitable basis, when it has become established, that the cash returns will be much greater than in the first few years. Its stock takes on higher valuation after it has become established. The wholesale business, or the manufacturing business, or a profession, requires, usually, long years of patience and perseverance before it reaches the stage of adequate profits.

We have a few breeding establishments that have recognized the value of permanency and have operated with that in view and the results have shown the wisdom of the course. The first few years may not pay any large profits. In fact, they rarely do. But such profits as did come in were reinvested and after the first few years the value of the business had shown a very remarkable increase. With the years that lie ahead, the continuation of this practice of investing the returns insures the building of a large industry and acquisition of large assets.

There is everything to commend the effort toward making the business permanent and there is everything to discourage regarding it in any other light than as a permanent business.

STATE ASSOCIATION FIELDMEN

One of the valuable features to the business of breeding registered Shorthorns is organization. The past five years has witnessed the most effective effort along this line ever put forth.

Already several states have either definitely arranged or are contemplating to arrange for a fieldman whose time and activity will be devoted to the breeders of Shorthorns represented by that particular state association. No more useful move could be made by the various state associations.

Other breeds have been working in the same direction and with decided success. This fact emphasizes the necessity of the Shorthorn people pushing their own interests by such an organized movement.

It is wholly out of the question for the American Association to place a field representative in each state. In fact, it appears that the American Association has reached a limit in the matter of a field force, at least for some time to come. But a greater advantage accrues to the various state and district associations by having their own representative whose time is theirs exclusively, who devotes his energies to the extension of their trade and the organization of their interests as a whole. In sections of the country where, as yet, Shorthorn herds are widely scattered, it may be advisable for several states to combine, particularly if their interests are, in the main, identical. This distributes the benefits more widely and reduces the cost to the individual breeder. But the necessity of organization along some line, and with individual representation, exists.

The American Association will cooperate, in every way in which it can consistently, to the advantage of the several state and district associations. The employing of a field representative, or state secretary, or whatever title may be decided upon, does not necessarily involve increased expense for through such an organization it is probable that other expenditures may be obviated and the services of such a man be had from the savings made to the various individual breeders. In such sections where this has been tried the results have been more than satisfactory and it is a safe prediction that it will be but a short time that every state in which any considerable number of Shorthorn breeders are located will have its individual representative working directly, year in and year out, for the interests of the breeders identified with the state association. The tendency is all in that direction and we suggest that the matter be given consideration by the various associations in all parts of this country in order that the Shorthorn business may have the benefits that are certain to result.

THE PEANUT BUSINESS

(With apologies to Col. Harve Duncan.)

The auctioneer, conducting a sale of registered Shorthorns, was offering two heifers together. The bids had reached \$1,000 and there seemed to be a disinclination on the part of the crowd to raise the bid. After some argument on his part, he stated that he had talked with the man down the street who owned

the peanut roaster and had asked him what his machine cost. The owner of the peanut roaster responded by saying that it cost him, delivered, \$1,525. — — "\$1,525, gentlemen," said the auctioneer, "to get into the peanut business and here I am offering you two well bred, attractive heifers with their whole lives before them; heifers that, in all probability, will prove regular breeders and you hesitate to pay \$1,000 for the two. Yet here's a man down the street who cheerfully pays \$1,525 for a peanut roaster in order that he can get into the peanut business.

"Gentlemen, I am offering you something that will put you in the cattle business, a business that has no limitations, a business that never fails to make a profit if reasonable intelligence and diligence are applied to it. Yet you hesitate to pay one-third as much for these splendid heifers, that will make the basis for founding a firstclass herd, as this peanut man gladly pays for a peanut roaster. It is time, gentlemen, that you get the proper gauge on your business. Put it on the level where it belongs and not endeavor to get in it on a basis way below what you would have to pay if you went into the peanut business."

DON'T OVERLOOK YOUR NEIGHBOR

We have had something to say in previous issues in regard to prospective patrons among the close neighbors of Shorthorn breeders. It is easy to overlook the possibility of trade with a close neighbor. A breeder is likely to take it for granted that his patronage will come from a distance. He is likely to assume that his close neighbor, if at all interested, will come and make known his wants. In the main, however, he is more than likely to regard his neighbor as not being a prospective purchaser. Just why this is true may be hard to explain. Yet it is true, and very generally true.

In our opinion, one of the most important efforts that Shorthorn breeders could make in the interests of the general welfare of the breed and their individual success is the effort to interest the close neighbors in purebred Shorthorns. One is encouraged when he takes a little time to circulate in any neighborhood with the number of farmers who indicate that they have in mind putting in purebred Shorthorns sooner or later. One is encouraged by the attitude which the farmers generally maintain toward the Shorthorn. They seem to have confidence in this breed such as they do not manifest in any other. Many of them so far may not have made any investment in registered Shorthorns. This not for any very definite reason. It appears, usually, that they have not got started—that is all. The breeders have an opportunity to capitalize this attitude of the farmers. They can, undoubtedly, interest a great many in making limited purchases. It

is a good time to induce these farmers to take on some purebreds. It is a good time to ally them with the Shorthorn breed in a financial way. It is good for the breeder's business; it is good for the breed and it is good for the farmers. If breeders would make it a point this year to encourage this trade, the breed would take a long stride forward because the identity of this class of people is a most valuable one for the breed.

There is no more stable element to be drawn into this business than the men who own and operate the land. They are the ones who stay on the job; they are the ones who come to realize the possibilities of the purebred business; they are the ones who know the fundamental rules usually and knowing them are apt to avoid many obstacles that the inexperienced man, regardless of the extent of his means, does not recognize and consequently does not avoid. A study of the personnel of the rank and file of Shorthorn business, the leading breeders of the present day, in countless numbers of cases, were just the farmers of a few years ago. And they are farmers still—with this added feature to their farming operations.

It will pay you to look well to the possible farmer trade in any community. You are conferring a favor upon your neighbor when you encourage him to introduce Shorthorns into his farming business.

STEERS IN ASSOCIATION SHOWS AND SALES

The Illinois Shorthorn Breeders' Association has decided to make a feature of Shorthorn steers in the annual show and sale at Galesburg. As in most association sales there has been a number of bulls that lacked sufficient merit to strengthen the offering, it has occurred to the management that by arranging for a steer show, to include nothing but purebred steers, with liberal prizes offered, and then dispose of these steers in connection with the regular association sale, that the consignors who have heretofore sent forward bulls of mediocre character, would see in the state show and sale a better opportunity for profits and make their entries there.

The plan contains much of merit. A similar plan is being worked out in the Central Shorthorn Breeders' show and sale to occur at Kansas City, April next. There are various association shows and sales elsewhere that could profitably adopt a similar plan. The prizes could be distributed far enough down the line in the classes to encourage a liberal entry list. The amount of money involved in the aggregate is not great and could, in most cases, be easily provided. The effect would be to raise the standard of the bull offering and provide a steer show that would attract a great deal of attention. The steers could be readily converted into money, probably a larger amount than the owner could

hope to receive for them as bulls. The whole plan would furnish an object lesson that the farmers would readily take note of and Shorthorn trade would be stimulated.

This is a useful undertaking, regardless of the fact that there are many sections where even the poorest Shorthorn bull would work improvement. But it isn't the easiest thing in the world to transport these inferior bulls to such sections and dispose of them. The expense involved in such an undertaking, in the main, renders it impractical. Perhaps in the long run, it would be advisable to see that such bulls are placed in the sections where they are needed, but that involves organization and expenses with various disappointments and perhaps a considerable wait for profitable results to develop.

Through this means of a steer show in connection with the state association shows and sales, there is an immediate result and a certainty of cash returns that look good to the seller.

LOOKING TO THE COLLEGES FOR MEN

Every year at commencement time there are many young men, particularly in the animal husbandry or agricultural classes, who are desirous of connecting up for the vacation period with some breeder or breeding establishment where registered livestock is produced.

These boys, or young men, are far above the average in intelligence and diligence. As a rule, they have had enough activity in school so that they are fairly well hardened for the duties required of them on the farm. They are studious fellows. They want to learn and they bring to the farm many good ideas which they have already gained and that may have value to the farmers. They are not all 100 percent efficiency, but, as a class, they are a safe bet.

There is many a boy or young man who would make a valuable permanent addition to the personnel of the breeding farm. Not a few of them would make suitable partners for men who have an established business and who are really in need of a partner for the handling of the details of the business.

Shorthorn breeders will do well to pay attention to the opportunities which are offered each season by these young men going out onto the farms. The very fact that they desire to go to the farms where purebred livestock is produced is in itself a recommendation. We know of one firm who annually take ten young men of this class and this fact is the evidence of their usefulness. These young men are not filled with the eight-hour-work-day idea. They have the "go" in them. They are looking about to make a place for themselves and they have helped many another man succeed.

ASSOCIATION OR COMMUNITY ADVERTISING

Herewith is reproduced a county association advertisement. This kind of an announcement makes an appeal to prospective buyers for the reason that it places them in touch with considerable numbers immediately. By communicating with the secretary of the association he ascertains at once the location of the various breeders with reference to each other, the number of cattle that are saleable and is enabled thereby to make his inspections and selections with the least loss of time.

There will be more of these advertising announcements in the future. The tendency is in that direction because of the advantage which the plan offers.

There are in nearly every community small herds whose owners do not feel justified in carrying individual advertisements, but who may have adequate representation through this association plan of publicity and have their share in the trade that develops. The cost of such advertising announcements to the individual members is a very small item.

HAVE YOUR EXHIBITS READY

In all the history of the improved livestock industry there was never such a large amount of money offered as prizes for the representatives of any breed as is offered in this year, 1920, by the American Shorthorn Breeders' Association and the fairs and shows through the land. The actual amount offered by this association in cash prizes is \$150,000, and as much of this is appropriated on the basis of one dollar from this association to two dollars from the various fair and show associations, the amount will probably surpass \$300,000.

In working out the plan of appropriations, special consideration was given to a wide distribution of the prizes as regards territory, the purpose being to develop in all parts of the country where livestock industry can be made an important feature of agriculture. These appropriations are not confined to the United States alone as the Association voted to duplicate all prizes in Canada on Shorthorn cattle bred in the United States, regardless of ownership. This plan was put into effect last year and has proven a useful move in the matter of drawing attention to United States bred Shorthorns and encouraging Canadians to look to this country for show animals. Not only that, it has had a tendency to encourage exhibitors from the United States to patronize several of the Canadian shows and in so doing has proven an effective advertising move.

In the distribution of the prizes in the various classes, which in a number of cases, embraces twenty prizes in a single class, the purpose of the Association has been to offer inducements to as many entrants as practical. As an illustration of the value of this plan, at the American Royal in 1918 every exhibitor, if we remember correctly, had a share in the prizes. This helped to offset the expenses incident to showing. That the experience of every exhibitor was valuable to him individually goes without saying, especially to the beginner who learns many things by such experience and from his observation that he would not learn otherwise in a long period.

Every Shorthorn breeder, regardless of location and length of identity with the business, is invited—is urged—to take advantage of these liberal cash prize appropriations. Certainly, with this enormous total available, it would seem that every Shorthorn breeder would be making preparations to share in its distribution. The fair season is already open and will be continuous until the International closes its doors in December, only to be renewed in the early days of January.

Showing products of the herd is one of the most effective means of advertising and it is regarded by many of the most successful breeders as one of the chief features of the year's program. It has long since ceased to be an incidental effort on the part of many

Shorthorns For Sale

AT PRESENT TIME

25 well-grown young bulls. Several are of real herd-bull caliber. Many Scotch bulls of well-bred ancestry. Bulls of scale and substance.

20 young heifers that have a world of promise.

20 cows of good ages. Many have calves at foot and rebred to good bulls.

Tazewell County Shorthorn Association

CHESTER G. STARR, Secretary, PEKIN, ILL.

Tazewell—The Purebred County

Consequently, liberal displays may be used. As supplementary advertising circulars or folders may be issued from time to time that can be mailed to inquirers. This helps to make the publicity more effective.

Elsewhere in this issue we have commented upon the value of field representatives under the employment of the several states or district associations. In various counties there are enough breeders to employ a paid secretary, the compensation running from enough to cover his individual expenses in looking after the association's affairs upward to a modest salary. This service and the publicity are features of the present day development. We are gradually and steadily working toward close organization in the purebred livestock industry. The Shorthorn interests are being very greatly benefitted through this plan. The effectiveness of any such association will be determined by the close relation which the organization has to business—getting the surplus stock sold.

progressive breeders. There is no more potent means of interesting the public in the improvement of livestock than that of showing good specimens of the several breeds. In this particular Shorthorns have decidedly the advantage. First, because of their wide distribution, and second, because of the evident familiarity which the public has with the Shorthorn, either directly or indirectly. No other breed has had the benefit of such a wide and such a continuous contact as the Shorthorn and this is one reason why Shorthorn breeders everywhere should continue to display at the fairs and shows the products of their individual efforts.

Just another thought. Usually one may obtain an added value, as a result of showing, sufficient to more than offset expenses and this is a result that brings joy to every breeder's heart. Then there is always the possibility of having the prestige and distinction of winning prizes and the higher up in the classes these prizes are obtained, the greater the satisfaction.

PARTNERSHIPS OR CORPORATIONS

It has happened that, in many a family where registered livestock breeding is the principal order of business, there has come a time when the progress of the business was uncertain for lack of a plan of procedure to be applied at that time. The boy grows up and becomes of age and feels that he would like to have an interest in the business or, not being able to obtain that, looks elsewhere for his future. Perhaps there are several boys in the family. Perhaps a daughter or two. It becomes rather an awkward situation if the boy who becomes of age enters into a partnership. The younger boys, realizing the limitations to the business, feel that there is no probable opportunity for them and they incline their attention elsewhere.

Many successful and harmonious partnerships have been formed by father and son, or father and sons, and as a general proposition they can be arranged, if not in all cases. Where they can not it may mean a loss to the business of talent that it can ill afford to spare.

The situation can be taken care of, in some instances, in many instances in fact, if the business were incorporated and each child coming of age could then become possessed of an equitable number of shares in the company. By means of the corporation each would be interested in the welfare of the business as a whole, knowing that, whatever the success, each would receive his or her proportionate share. The matter of wages or salaries could be easily determined and the policy of the company could be worked out, probably, to better advantage in many cases.

One difficulty in the case of a partnership would be sooner or later the turning to each a part of the farm and the exec-

ution of improvements thereon. There would be more or less inequality in the value and the advantages and, undoubtedly, more or less friction as a result. There would probably be a tendency for each to embark individually for himself and in so doing detract from the business that concerted, organized effort which would cause it to develop.

In the case of an incorporated business the earnings such as were not needed in the regular expense incident to its operation could be invested and, sooner or later, these investments would accumulate much more rapidly than if each individual worked alone. There is, in the suggestion of the corporation, an opportunity for expansion that is likely not to be realized in the individual or even the partnership plan.

One advantage would be that, having a corporation, there would be certain necessary bookkeeping and records that would have to be kept methodically and this would be useful to the business because it would encourage system which has a cash value.

In view of the fact that there are no longer cheap lands available where young men and women can make a start and become possessed of a large property with a rising valuation, it is well to give some consideration to a plan that will take care of the young people within the limits of the business already established. As a general assertion, there is no place that the young folks can go and establish themselves so well in a business as right at home. And if a plan is decided upon along the lines suggested, on either the partnership or corporation method, the chances for expansion are increased. We have been too much inclined to allow each member of the family to look in some other direction for a vocation. There has been too little effort made to encourage them to become a part of a going business that already represents years of effort. In the main, it has been a more or less indifferent attitude that has been taken toward this matter. But we have come now to see the importance of holding these young people, who have an adaptability for this business, within our ranks, for their benefit as well as for the benefit of the business as a whole. Perhaps the solution of the matter will be encouraged through the channel of the partnership or corporation idea.

Young folks like to know—and they ought to know—what their individual chances are. They need encouragement that has its foundation in compensation for individual effort. They should know something about the possibilities that lie in the immediate future. There are many young men who would have been valuable in the purebred livestock field, who are bending over counters in the cities as accountants or salesmen or engaged in any of the various commercial lines, having only a limited success, who could have been kept identified with this business if some systematic plan

had been worked out whereby they could have seen an opportunity for them when they were still on the farm.

Corporations offer opportunity for great expansion. There is no limit. It all depends on the energy, the intelligence and the team work that are applied. The same applies to the partnership, provided there are not too many represented in the partnership. When the number who are interested gets beyond three or four then the partnership becomes more or less cumbersome. But the corporation may have a half dozen, or a dozen, or a hundred stockholders, or even more for that matter, and each feel an individual interest in the business. In the livestock field, in the corporation under discussion, the individual stockholders would, as a rule, be few in numbers, but all of the members of a family could be included, each with his or her proportionate share, and, if necessary, several employes could be encouraged by ownership of a suitable amount of stock. It all inclines to permanency and inclines to encourage each individual to support the business with his best judgment and his best efforts.

There is a good deal to the subject. We have touched on it merely. It may have a very close relationship to the future development of the great business represented by the Shorthorn fraternity.

TABULATING THE PEDIGREE

We sat in a sale recently and became interested in the effect a certain pedigree had upon the gentleman who sat next to us, who purchased one of the offerings, a cow with a calf at foot. He turned to us and asked whether we regarded the sire of the calf as especially well bred. We directed his attention to the page on which the tabulated pedigree of this bull appeared. The purchaser, running through the tabulated pedigree, saw name after name of well-known sires and as he came upon one after another his enthusiasm increased. Several times during the sale we noted that he turned again to this pedigree and studied it with great interest. He had skimmed over the usual form of pedigree without getting under the surface, but when the tabulation was before him he was impressed with the recurrence of the names of outstanding sires and he became enthusiastic over his purchase.

The beauty of the tabulated pedigree is that the relationship of each of the ancestors to the individual is revealed so clearly that the novice cannot fail to observe it.

If every breeder would tabulate the pedigrees of the individuals in the herd he would have a clearer knowledge of the pedigrees represented and would become a closer student of the subject. Just as an experiment we suggest that the reader tabulate a half dozen pedigrees representing different ancestral bloodlines. The time will be well spent.

COST OF AUCTION SALES

It is easy to spend money. It is easy to spend too much money. During these times when Shorthorn averages reach high levels, the tendency is to spend freely in advertising and in other channels. As an illustration, one breeding firm stated, not long since, that they actually spent \$350 per head for their entire sale offering, as expense for the sale held in the late spring.

It isn't so long ago that \$350 was regarded as a high average for good Shorthorns, so it would seem that \$350 per head represents a good deal of useless expenditure. Probably the experience of this breeding firm is exceptional. Doubtless very few invest \$200 per head for sale expenses. In fact, the great majority sell at an expense below \$100 per head and we are not so sure that a much larger number sell for less than \$50 per head invested in sale expenditures. If the breeders who have been agreeable to spending from \$200 to \$350 per head in sale expenses would reduce the amount \$150 per head and take that much less on the average from the buyers, they would be just as well off financially, and the buyers would be better off.

That this tendency has been taken note of is indicated by the fact that one or two publications have discouraged it. The representatives of these papers have suggested smaller investment in the advertising than the breeders themselves seemed agreeable to paying. Having had fifteen years or more experience in soliciting advertising, we may qualify as fairly well informed on the situation. We do not hesitate to say that if the advertising representative advocates a smaller investment that the breeder will do well to listen to him.

It is an easy matter to let the sale expense pile up. They are not all arranged for at one time, and this being the case, the total almost invariably exceeds the estimate. There are other expenses besides advertising. One is inclined to question the practice of having six or eight auctioneers at one time. We may be wrong in this, but we have often wondered whether the confusion resulting from so many auctioneers does not cause as much loss to the seller as the bids which they obtain. We do not insist that this is the case, but certainly there is room for some discussion. The auctioneers generally are full of enthusiasm. They are good fellows. They help to create enthusiasm. They have their value, but it is just possible that there is such a thing as getting too many of them on hand at one time.

But there are various other expenses also and it is the aggregate that we have in mind, rather than any specific investment. The fact is that there is no necessity for an expenditure of \$150 to \$350 per head for the individual representatives in a sale offering. We question whether there is any reason for the item of expense reaching above \$50 or \$75 per head, even at the present high cost of service. This is demon-

strated by the fact that some of the most successful sales represent an investment on these lower levels. It is time to check up on the system a little before beginning the next sale season. It is a good time to take a little inventory and go over the accounts and see whether the practice is one to be continued or discontinued.

There is another side to it. There are occasional adjustments to be made. Now and then an animal has to be taken back by the seller for one reason or another, through no fault of his. Occasionally a buyer is slow pay and the sale does not represent as large a cash return as the figures would indicate. The adjustments are few. The losses are scarce indeed. Yet they have their part and they only serve to emphasize the necessity of decrease in the matter of sale expenses.

In fact, it doesn't do any paper any good, or an auctioneer any credit, or any other party who has a part in the expense item, if he obtains a larger share than is appropriate for him to receive. And it should be remembered by all concerned that success is not made in one deal or in one year. Success, very largely, is governed by the good will which is built up. This applies equally to all who have an identity with this business.

HOW MUCH SHOULD A SHORTHORN WEIGH?

The question is asked by an interested reader from the south, "How much should a Shorthorn weigh?" This simple question opens the way for a lot of discussion, for opinions vary considerably as to the total number of pounds that a Shorthorn should possess at maturity. However, there is the general preference which may be applied here.

If a Shorthorn bull has been kept in thrifty condition and attains the weight of 1,000 pounds at 12 months old, he possesses all the weight that an advocate of liberal scale could demand. Occasionally a 12 months' bull attains 1,200 pounds, which is very much above the average. A good many do not get above 800 pounds at 12 months. This is considerably below the average of reasonably good growth and well conditioned youngsters. It happens often that a 12 months' bull weighing 1,000 pounds may not have naturally so much scale; that is, has as much growth tendency as one of somewhat lesser weight at that age, as the 1,000 pound bull may be carrying an excess of flesh. This might be true also as between the 1,200 pound and the 1,000 pound bull and the one having the greater weight at that age might not at maturity make the larger bull.

At 24 months a bull should weigh around 1,600 pounds, depending upon the amount of flesh he is carrying at the time. Many weigh 1,800 pounds at that age and others only 1,500 pounds, but the 1,600 pound weight with a fair amount of flesh is a safe medium. It is desirable that he possess sufficient bone

in order that his growth may continue and that he attain a reasonably liberal weight at maturity. At 36 months a bull should weigh near 2,200 pounds, though many good bulls that have made their mark as sires have scarcely passed the 2,000 pound mark at 36 months. At 48 months the weight which may be regarded as the medium weight should be near 2,350 or 2,400 pounds, depending again, to an extent, upon the amount of flesh which he carries at the time.

There are bulls attaining 2,500 pounds, 2,600 pounds and, though rarely, 2,800 pounds, but, as a rule, these large bulls do not prove as prepotent sires as those of medium or even less than medium weight. As a general proposition the big bull does not make good, but there are exceptions to the rule. That we must admit. One of the more recent exceptions is Gainford Marquis that has attained very much more than ordinary scale and at the same time his sons and grandsons and great grandsons have gained great popular favor as sires. Young Abbottsburn, rated one of the greatest show bulls, if not the greatest the breed has ever produced, attained great weight, approximately 2,800 pounds. He had a very smooth form, but as a sire he could hardly be regarded as a distinct success. He did leave several sons and daughters of much merit. Mary Abbottsburn and Golden Abbottsburn probably hold the highest record among them.

Merry Hampton was another fine example of the bull of excessive scale and outstanding individual conformation. He was given a splendid opportunity to make his mark as a sire, yet cannot be rated a success. His pedigree indicated that he would prove a prepotent sire. Individually he was almost faultless. He possessed an expression and character denoting an impressive sire, yet he simply didn't make good.

On the other hand, may be recalled several bulls of moderate weight that made worthy records as sires. There was Lord Mayor, bred by Col. Harris, whose greatest weight was 2,200 pounds, that made a remarkable showing as a sire. He was so compact and so short-legged that his appearance did not indicate the actual weight which he possessed. One of his sons, Victorious, used by N. H. Gentry, was of moderate scale, yet he made a splendid record. The champion, Lavender Viscount, bred by S. F. Lockridge, like Lord Mayor, was a low-set, thick-fleshed bull that might be rated of the "pony" type. Yet Lavender Viscount made good as a sire. Whitehall Sultan approached the middle weight type; neither a heavy bull nor a "pony." Avondale inclined rather to the large scale. Cumberland was of medium weight and compact form. His best known son, Cumberland's Last, was rather under the accepted standard weight. Yet their records as sires have been distinctly creditable.

There isn't any hard and fast rule that may be applied to the weight of a Shorthorn bull. The weight attained at

maturity may be affected by the treatment accorded the animal during the growing period. There is, however, an inherent tendency on the part of the Shorthorn to attain rather greater weight than other beef breeds attain. This gives a decided advantage to the breeder. When it comes to the feedlot, the Shorthorn steer will continue to grow without losing his finish which gives the feeder the opportunity of marketing at the most favorable time.

When the Hereford and Angus breeds were first exploited in this country, there were Shorthorn enthusiasts who conceived the idea of molding the Shorthorn into the type which these other breeds, particularly the Angus, represented. There was a great deal of talk of early maturity, "baby beef," etc. This resulted rather adversely to the Shorthorn because not a few got early maturity and underweight confused in their minds. Obviously the Shorthorn was never intended to be molded into a "dumpling" type. The inherent tendency to weight is one of the valuable characteristics of the breed and should be maintained under all conditions. No other breed is more valuable as "baby beef" than the Shorthorn and if bred along the lines for which the breed was produced, the Shorthorn will have always the advantage as "baby beef" because it will possess the most weight with the least sacrifice in quality. In the main, breeders have come to recognize the value of this characteristic and have observed that the Shorthorn is not intended to be molded into a "rolly-polly," "dumpling" type which involves, invariably, a reduction in weight.

If the Shorthorn is bred with the thought of sufficient weight always accompanied by quality and as much attractiveness in finish as may be obtained, those identified with the breed will always have the advantage in cattle production. Roughness, or coarseness in a bull is never to be desired. The frame should be reasonably closely knit, the quarters well filled down toward the hocks, the flank low, the underline fairly straight, the heart-girth full with ample width of chest giving abundant room for lung space, the ribs well sprung outward. There should be liberal depth of body from end to end. The head and neck should denote masculinity. This, in the main, describes the type of a good Shorthorn bull but his selection is a matter of individual judgment and the wisdom of the selection will be affected by the type of the females upon which he is to be used.

As to the weight of females, if a heifer attains 800 pounds at 12 months of age, she is not far from a suitable weight. If she adds 300 or 400 pounds to this during the 12 months that follow, she has done her part. Should she, at maturity, weigh 1,500 to 1,800 pounds, she has attained sufficient weight. Occasionally a good Shorthorn cow weighs 2,000 pounds. We know of many splendid producers that scarcely reached 1,500 pounds. As in the case of the

bulls, the great big individual is apt to be disappointing as a producer and again, as in the case of the bulls, there are some rather striking exceptions. Golden Abbottsburn, referred to, weighed a ton. Yet her son, Golden Goods, proved one of the most prepotent sons of Choice Goods, a condition accredited to the merit of his dam.

Many highclass producing cows are of medium or underweight. Perhaps this is accounted for by their being bred early and kept on the job regularly as producers because of their efficiency in this respect and, as a result, failed to attain the weight which they otherwise would have done.

The Shorthorn cow possessing smoothness, quality and feminine refinement, showing a tendency to liberal milk flow, and at the same time having a natural generous flesh covering, approaches very close to the ideal. The description given for the bull will apply equally as well for the female if femininity is substituted for masculinity in the description.

Right on this point, it is appropriate to remind Shorthorn breeders of the value of the milking quality—a characteristic that has been, to an extent, ignored by them. There is no cow so much in demand as the type that the Shorthorn, possessed of its natural characteristics, represents. The strictly dairy breed does not fill the bill with the great majority of farmers. The strictly beef cow that gained popularity on the ranges in the early days because she lacked the milk flow and thereby saved the range riders the annoyance of milking them out when their calves were young, does not find popular favor with the farmers. The call from the farm is for the combination cow, the cow that gives an adequate flow of milk, that has naturally a liberal flesh covering, that consumes the roughage that grows on the farm and thrives on it, that has a quiet temperament, which is a most important characteristic—that is the kind of a cow that the farmers want. And the Shorthorn fills this description, provided her owner has not held the development of these important characteristics, particularly the milk tendency and the fleshing tendency combined, in check.

There is a change coming over the situation on the farms in the matter of bovine production. A few years ago, over large areas in the cornbelt, the practice was to get away from livestock production and farm the land, leaving it to those who inclined to dairying to supply the milk and looking to the ranges for the supply of feeders. But this practice has proven unwise and there is now a broad inclination to get back again to beef and milk production on the farms of the cornbelt. In many sections dairy breeds have been adopted, not from preference on the part of individual farmers, but for a lack of supply of the kind of Shorthorn cows that they needed. Whenever this supply increases and becomes available, the Short-

horn cow will be given preference. It is merely a question of their possessing the combined characteristics that were bred into this breed in other years. This is an advantage which Shorthorn breeders should capitalize.

SEND GOOD PHOTOGRAPHS

It is the desire of this association to obtain Shorthorn photographs suitable for reproduction from as widely distributed sources as possible. Many photographs are received at this office that are not suitable for engraving. In some cases there was not sufficient light when the picture was taken; in others, too much time was allowed for exposure, and in others the pose of the animals fails to do the originals credit. Necessarily the photographs need to be of such character as to creditably show the representatives of the breed. In numerous cases illustrations of outstanding merit have been made from small kodak pictures.

There is something interesting always in amateur photography. One may take a dozen pictures with the most painstaking care and then take the thirteenth just as a chance shot without any effort at posing and this thirteenth picture may be the best of all.

Pasture scenes with leafy backgrounds with the cattle scattered about the foreground usually make pictures of decided interest. As a rule, these are very much to be desired over those taken in the barn lot with the fences, sheds or buildings as a background—as a rule, we say—there are exceptions. The photos of show animals rarely do the animals justice for the reason that in most instances suitable backgrounds of a natural character are not available. A brick wall of a show pavilion furnishes the background in a large percentage of the pictures of show animals. If these same animals could be snapped in the natural environment of the pasture the value of the picture would be enhanced.

One of the most interesting illustrations this magazine ever contained was a group of roan cows all lying in a hillside picture. The light colors gave a distinctive character to the scene. A cover page containing but two animals, with the rolling hills of Vermont in the background and an overhanging tree, used on a recent issue, possessed rare artistic quality. Another cover page showing the steer Benefactor standing in the arched gateway at the International Building with two young ladies holding the halter strap, gave a suggestion of a family farewell, as the steer was about to take his way down the road to the market, never to return.

There is no limit to the variety of interest revealed in the photographs, just as there seems to be no limit to the appeal they make to those who study them. The photographs of scenes on farms and ranches in all parts of the country have an important part in popularizing animal husbandry and in winning the favor of the reading public to the Shorthorn breed.

Discussing the Neighbors—and Meals

A group of calves lay stretched out on the grass under the shade of a spreading tree. From off across the road came the sound of other calves, suggesting appetites that had not been satisfied.

"Ain't them the darndest knots of calves over there in that other field?" said a husky roan to another equally husky playmate.

"Sure they are," was the response, "and if we didn't get any better treatment than they do we might look about the same. I heard my mother say the other day that it was a shame the way that man raises his cattle. He milks the mothers and sends the milk away to a factory or creamery or something and gives the calves the skimmings or whey or whatever it is. That's what makes 'em look so puny and kind of paunchy, I heard mother say."

"I remember one of those calves was just as big when Spotty here was born as it is today and now Spotty is half again bigger than it is. I guess, maybe, we're lucky boys and girls living where we do. Gettin' all the milk we can drink, havin' feed whenever we want it and havin' good grass an' everything. I'll bet we're sorry we live here instead of across the road—I don't think! Just for fun, I would like to have those calves come over here once when it is dinner time and see how they would look before they got through. I'll bet they couldn't drag their stomachs home with 'em."

"That might be all right," said Roany, "but I'd want my dinner safely stuck away under my skin before anybody let them through the gate. The rest of you can invite them over if you want to, but let me know so I can have my repast. I'll be strong then and can watch 'em bloat up."

"I heard the herdsman telling about a place where he used to work before he was a herdsman. The man milked a lot of cows and sent the milk to a cheese

factory. They'd give him back a lot of thin washy stuff that they called whey and the man would feed that to the calves. After a few weeks they'd look like sunfishes with legs on 'em and the neighbors called 'em wheyskins. Believe me, from what he said I don't want no whey ration for mine. I wonder what the owner of those calves really thinks he's tryin' to do. Do you suppose he thinks he's raisin' show calves or do you expect he thinks he can sell them for veal? You can take it from me, he's got a disappointment comin' in either case."

"Do you know, the way they blat gets on my nerves. I wish, if he's goin' to keep 'em around here he'd move 'em around into some other lot where we couldn't hear 'em so much. I get afraid sometimes that through some mistake I'll find myself over in their lot and he'll swear I'm one of the bunch. Right then is when you'll hear a plenty for the bellowin' that I would put up would raise the dead."

"Look how long their faces are. Look at that yellow one. Poor little cuss! His horns stick straight up in the air and his nose straight down and he's got a neck like a camel. They say a camel can go seven days without water. Them poor scrubs have gone a good many days more than that without milk. Honestly, I think there ought to be some way to make a man take decent care of his calves."

"I'd be afraid if I was him that a gust of wind would come along some day and blow those wheyskins of his away. Maybe, he wouldn't care though, because he'd have the whey left. It's a pity that a man who tries such a stunt wouldn't have to eat whey himself."

"You know, the other day when we were having our dinner, I found that red

rascal over there behind you, the one we call Chunky, was puttin' his nose in on the other side of my mother and tryin' to steal some of my dinner. I just drew a big mouthful and blew it all over him and butted him at the same time. Then I hustled around on that side and sucked to beat the dickens. I'm going to tell Bill, the herdsman, that if he don't watch Chunky and keep him away I'll smash him in the slats."

"Why don't you tell Bill to get another cow for him so that he will have enough without robbin' you and then when we get a little bigger we can steal off him."

"Say, Bud, you're kind of wise. We will just do that. We will make Chunky think we are working for him and then we will get in on the milk when the time comes. Jiminy Crickets! Listen at that racket! There comes the woman out of the house over there with a lot of dish water. Look at the poor little devils run and stick their noses in it. Gosh! Ain't it a shame? Say, what do you reckon is keepin' Bill? I think its time our oats was comin'. Maybe, I'm just gettin' hungry because I'm thinkin' about them wheyskins over there."

"I heard Bill tellin' the other day about a fellow that always took a prize for the fattest pig at a county fair, but he wouldn't even tell how he happened to get the pig fatter than anybody else could, but one day a neighbor sneaked around and watched the performance. He would fill up a trough full of milk and this fat pig would drink. Then when he got about all he could hold he would let a skinny pig into the next pen and this skinny son-of-a-gun would pretty near break the fence down trying to get the milk. Then the fat pig would start in and drink some more, but when he would slow up again the man would turn the skinny one in to get a lick at what was left and the fat one would hop to it again so as to hog it all."



Courtesy B. F. Hales, Prairie View, Ill.

Photo by Hildebrand

Waiting for the Eats at the Calf Picnic

"Maybe, that is what's the matter with me. These wheyskins blattin' all the time, I can hardly wait. What do you say we all get up here and bawl just as loud as we can and get Bill to hurry? We've either got to do that or go over to the other side of the pasture out of hearing.

"Whoop, hurray! What is the matter now? Here comes Bill, bless his old heart! Bill, what is the matter that you don't feed us on time any more?"

"Feed you on time, you fat rascals! I'm ahead of time now—a minute or two. You bet I am! The trouble with you fellows is you don't know when you've got enough and I expect you can hear those puny things across the road."

"You bet we do! And we can hear 'em all the time and it's gettin' on our nerves."

When the feed was in the trough and Bill stood to one side to watch them, then Roany and his pal got around near him and put up the talk about the extra cow for Chunky.

"Sure, I've been noticin' that," said Bill, "he seems to need a lot of milk, but I thought I'd wait a while and get one later."

Then Roany said: "If you don't want to find Chunky with his sides caved in, where I'm going to hit him some day for stealing milk from me, you'd better get an extra nurse cow right away."

Bill laughed and felt Roany's back and ribs and said: "Well, you young rascal! There's nothing comin' to you, but, I guess, I'll speak to the boss about another cow just the same. Go on and fill up on your grain before the other boys eat too much."

It was a vigorous set of diners that consumed the portion of ground feed and then scampered off across the pasture to get away from the repeated wails that floated in from across the road. But it was not long until they were back again watching at the pasture gate for their mothers, who came slowly along from the pasture lot as the shadows of the trees stretched out across their path.



Courtesy Carpenter & Ross, Mansfield, Ohio

Photo by Hildebrand

The Proportion of Calves to the Dams Is About Right—One to Each

Shorthorns in the Southwest

By John C. Burns

College Station, Texas

Tick eradication is making great headway and in the not distant future there will be no tick quarantine area in the southwest. Nothing will exert a greater influence towards the establishment of purebred herds, and the improvement of commercial cattle than being entirely rid of the cattle tick. This pest is, without question, the greatest barrier, not only to cattle improvement in the quarantine area, but to cattle trade generally between this and other sections of the country. Tick-free cattle require less feed for maintenance, are more disease resistant, grow larger, and do, in every way, better than cattle that are tick infested. Being entirely free from ticks will not only insure the production of a larger amount of beef of better quality from a given amount of feed, but will eliminate the heavy death losses that occur annually from tick fever and make possible the bringing in and maintaining of valuable breeding animals without risk of loss from this disease.

There are being established many new herds of registered Shorthorns in both Texas and Louisiana, and the demand for breeding stock of the right sort is rapidly increasing. Our breeders have never enjoyed a greater opportunity than they have at the present time.

In the southwest where grass fed beef has long been an important product, the Shorthorn has steadily grown in popularity. Since the beginning of beef cattle improvement in this section of the country, the breed has played an important part in replacing the "Longhorn" and other types of scrub cattle. Commercial cattlemen particularly, those who produce beef almost exclusively on grass, greatly value weight for they know what it means to them when they market their product over the scales. They prize the Shorthorn steer because, with his excellent beef conformation and quality and unexcelled ability in economically converting feed into beef, he combines weight to a degree unequaled by other breeds. The good mother qualities of the Shorthorn cow, her ability to raise a good calf and yield a quantity of milk besides, are other features that are steadily advancing the breed in the southwest.

Prospects of the development by the breeders of the United States of a good

export trade in purebred cattle with South and Central American countries are very encouraging. Mexico will look to the United States for good cattle when conditions in that country will permit of the development of her cattle raising possibilities. The Shorthorn breeders of both Texas and Louisiana are favorably situated for commanding a good share of the trade with these countries. The first essential is to have good cattle to offer and the next is to go after the business and this statement is applicable to domestic as well as to foreign trade.

Shorthorns have been bred and developed in the southwest that have measured up in show ring competition with the best of the breed in the country and more and more of that kind are being produced, but still there are being raised far too many of the sort that are undesirable and a detriment to the breed. Recently the writer received a letter from a ranchman in west Texas advising that he desired to obtain about a half carload of coming two-year-old Shorthorn bulls and asking where he might get them. He stated that he wanted "big rugged fellows with good necks, short legs, and a head on them that looks like a bull dog's head with good stubby horns." He referred to bulls that he had seen but did not like because "they are a delicate looking cattle with long legs, small horns and thin necks." His descriptions are certainly most significant. If the breeders of Shorthorn cattle in Texas and Louisiana are to reap the greatest profit from their herds, they cannot pay too much attention to the production of that type which denotes beef making ability in an extreme degree, the level, wide backed, deep ribbed, lowset, thick kind with good bone and size, rugged constitution, short, wide head, characteristic of sex, short thick neck, real Shorthorn hindquarters, and withal as much smoothness and quality as possible. The

leggy, fine boned, long faced, thin necked, delicate type will not keep up with the procession in a beef producing country.

Use of sires of the right stamp, with the breeding back of them to give further assurance of their ability to transmit their type to their offspring, must be the chief means of making our herds what they should be. Though, this is a matter so often emphasized, it is so important that too much stress can not be laid upon it. Breeders agree that the bull is, at least, half of the herd, but so many fail to give the fact sufficient recognition in selecting herd headers. The greatest need of many of our herds is real bulls to head them.

Many Shorthorn breeders in the southwest have not learned to appreciate the fact that liberal feeding, particularly, of young growing stock, as well as good breeding, is essential to the production of good cattle. A liberal supply of concentrates, particularly, oats and wheat bran, supplementary to milk and pasture, would make a wonderful difference in the calves of some herds and add many dollars to their value beyond the cost of feeding. Until our breeders fully recognize that proper feeding and care are absolutely essential to the development of the possibilities with which their animals are endowed through breeding, they can not expect to command top prices for the products of their herds. The highest prices are paid for developed individuals and not, as a rule, for undeveloped prospects. The range man may tell you he does not want fat bulls, but he does want them well grown and he will pay you more for them if they are in good flesh. There is no dodging the fact that in order to make progress in the breeding of meat animals, one must fully develop the most promising individuals of the herd in order to permit of intelligent selection. If the producer of commercial beef can afford to stay in business, certainly the breeder can see a profit in feeding good

purebred cattle in order to develop and maintain them properly.

The knife is not being used sufficiently on the bull calves of our purebred herds. Our breeders would get farther with more purebred steers and a smaller number of bulls, that are really good ones, to sell. It is the mighty good herd that doesn't have some inferior bull calves and these, when sold as bulls, can only work detriment to the breeder, the buyer and the breed. Furthermore, Shorthorn breeders are not making sufficient effort to demonstrate the value of their cattle in the production of good steers, the ultimate purpose of the breed. As a rule, it takes individuals that would make good bulls to make good steers and it might seem a great financial sacrifice to castrate such animals. In reality, however, the triumph of good Shorthorn steers in the showring and their sale at premium prices will largely or altogether make up for having castrated good bull calves, and besides, there will be the added advantage of advertising and reputation for the breeder and the breed.

Having produced good cattle, our breeders need to do more toward getting them before the public. In addition to press advertising, they must resort to the showring and the public sale to a greater extent. In showing, it should be remembered that two to four good ones, properly fitted, can do more good for the breeder at far less expense, than a whole string of inferior ones. The latter kind can only give the breeder and the breed a black eye. In order to cut down overhead expenses in the case of having only a small number to exhibit, there is an opportunity for neighboring breeders to cooperate with each other in employing a good herdsman, fitting, shipping and exhibiting their cattle. More attention should be given to having good exhibits of Shorthorns at county fairs as well as at the larger fairs and livestock shows.



Courtesy H. M. Elberg, Woodland, Calif.

Take Note of the Type of Females That Make Up the Elberg Breeding Herd

Photo by Mac & Nac

Many people, who could be induced to become interested in the breed, visit these small fairs, who never get to the larger ones. A view herd of good cattle at a number of these fairs would do much good for the breed.

Selling cattle at public auction is a most potent means of advertising one's herd as well as one of the best methods of selling. The breeders of Texas and Louisiana will find it advantageous to adopt this method of disposing of their surplus stock to a greater extent. The ad-

vertising feature of this method of selling makes the offering of good cattle, properly fitted, of great importance. One's herd will be largely judged by its representatives that pass through the salering.

Much could be said of the importance of cooperation and good fellowship among the Shorthorn breeders of the southwest in promoting the interests of the breed. Organization is a powerful means of accomplishing things only when the members work together for the good of all. A live, businesslike,

breeders' organization, with good feeling and the real cooperative spirit among its members can do wonders in attracting others to the business of breeding Shorthorn cattle and to membership in the organization. Organizations of this kind in Louisiana and Texas, the use of strictly good herd bulls, the feeding the calves better in order to develop them, and making greater efforts to get their cattle before the people, are bound to win out for the Shorthorn breeders of these states.



Courtesy Lieut. Commander John Borden, Grenada, Miss.

Photo by Hildebrand

Maxwalton Rodney. Sold for \$14,000, One of the First Sons of Rodney to Sell by Auction

Establishing Shorthorns in the Southeast

By R. M. Murphy

important that greater care be exercised in holding animals placed on the market to a standard of excellence which will guarantee as far as is possible to reflect credit on the breed. Of course, there are those who buy Packards, those who buy Buicks and those who buy Fords, but to the owner in either case there is a certain standard of performance and satisfaction. When a man admits to the ownership of a Shorthorn bull it should never have to be apologetically, nor should it be necessary for him to have to explain that he is registered. The breeders themselves

are responsible in no small measure for the low standard of value placed on a purebred bull. They have sold too many bulls not up to a creditable standard, have sold entirely too many bull calves at from \$75 to \$100 which, if they had any future ahead of them, have had it subsequently starved out of them or destroyed by overuse before they really reached breeding age. Breeders have even been guilty of selling for breeding purposes animals for which they have had so little regard as to withhold registration papers, defending their action by the plea that anything will beat a scrub. Some one has aptly said that the three factors determining a satisfactory product from a herd are "breed, weed

The primary factors to be considered in determining the permanent success of a new enterprise in a territory are, a product of a uniformly high standard of quality, the adaptation of the product to conditions prevalent in the territory and an efficient organization to present its claims.

One of the greatest drawbacks to the advance in popularity of purebred cattle has been a lack of uniformity in the standard of quality. It is possible to popularize on the market, as in the automobile business, a product of a uniform standard in quality and performance, at a standard price much more easily than a product in which many variations occur. It is therefore highly



Courtesy Carpenter & Ross, Mansfield, Ohio

Photo by Hildebrand

Pick Your Choice of the Lot and Then Pick the Poorest

and feed, and the greatest of these is feed." It is hard to designate the most important because the neglect of either of them will bring failure. It may be said with safety, however, there has been evidenced a greater lack of appreciation of the necessity of an abundance of feed in the production of purebred livestock in the south than of either of the other two factors. Too many have bought purebreds before they had pastures and other feeds and equipment for properly meeting their requirements. Our southern country has so many advantages of climate and season over the frozen north and we have boasted so much of them that we have pretty well convinced ourselves that the "Lord will provide," while if we only look about us a bit at the products of our natural environment we observe that the law of the survival of the fittest has given us as scrubby a scrub as any section can boast. As is unfortunately so often the case, it is not the farmer with the best farm who always does the best farming—the same danger of neglect exists with a section so wonderfully blest by nature. To produce creditable Shorthorns in the south requires the same diligence and attention to details in the matter of feed and care required in any other section of the country.

The breeder who holds to a high standard the bulls that he lets leave his herd, rarely has a surplus of bulls, while on the other hand, the breeder who is always in need of help in finding a market for his bulls, has been much less discriminating. Some breeders spend entirely too much time worrying about what the poor farmer is going to do for a bull when everybody gets to raising the \$1,000 kind. The only surplus of bulls that commonly exists is of the farmer's variety, and there was never a time when as many breeders were looking for real herd bulls. Wherein lies the greater profit and satisfaction and the best advertisement for a herd, putting on the market annually ten young bulls at an average price of \$200 which have been raised under

ordinary farm care, have been allowed to run together, and have by playing and otherwise kept all of the flesh run off themselves and have been a continual nuisance around the place, such as a lot of young bulls only can be, or picking out one or two of them, castrating the others, giving the ones selected good care and putting them on the market, the one at \$1,000 or the two at an average of \$500. The purebred bull problem solves itself whenever the breeder gets the right standard of quality in mind and holds his production up to it.

The matter of local adaptability applies with even greater force in the building up of a herd of cattle than in the manufacture and sale of a commercial article. It frequently happens that because of some peculiar advantage such as an abundance of raw material, the cheapness of power, or supply of labor that the cost of operation of a plant may be so much reduced as to warrant its establishment far from the market of its product. But the universal need of cattle in the economic utilization of the cheap, coarse roughages of our farms and in supplying the farm family with milk and butter, aside from the commercial production of beef and dairy products, makes it rarely wise to contemplate the building up of a herd without careful consideration of local adaptability and demand for the product.

The Shorthorn is peculiarly adapted to conditions in the southeastern states because it is a section of small farms. Seventy-four percent of the farms of the ten southeastern states contain less than 100 acres and fewer than two percent of them contain more than 500 acres. Contrary to the popular conception of a great many who are not familiar with actual conditions, it is not a great range country comparable to the western plains, and for this reason will be found lacking in adaptability to the range method of handling cattle.

In sections surrounding the towns and cities there is an increasing interest in

the development of strictly dairy herds using some one of the specialized dairy breeds. This may be expected to continue with profit over a gradually enlarging area, but we may hardly expect a maximum of ten percent of the farmers of the section to engage in specialized dairying.

Purebred herds of beef cattle offer a very attractive profit where established on a practical basis and properly managed. The demand for purebred animals, particularly for bulls, to be used in the grading up of the native stock, will continue, but we may hardly expect a maximum of 10 percent of the farmers of the section to engage in the production of purebred beef cattle.

Fully eighty percent of the farmers of the section will continue a general farming practice and will be interested in cattle only to the extent that they fit into their other plans. They will continue to keep cattle primarily for the purpose of utilizing the cheap, coarse roughages of the farm in the most economical manner and, incidentally, the cows will be expected to supply the home needs of milk and butter. These requirements are only met satisfactorily by the type of cow that will produce calves out of which profitable steers may be grown.

The Shorthorn meets most ideally the requirements of this eighty percent of the farmers of the section. The Shorthorn cow has the capacity for producing an abundance of milk for the home needs in addition to feeding her calf. She has the ability to utilize the feeds available on the average farm and does not demand the attention required by the specialized dairy cow. She is naturally gentle and easily handled. Her calf develops into a most satisfactory type of beef steer.

There is much more required than money to establish a herd permanently in a new territory. Too much money may even prove a serious handicap, for in such a case there is always the temptation to do things regardless of cost and a danger of losing sight of the practical profitable phases of the busi-

ness. No enterprise may be considered of any great permanence if it does not return a profit. Sooner or later the novelty will wear off and then no reason will be left for continuing it. This very sort of an experience has been too frequently demonstrated already in the south for the good of the industry.

A breeder wishing to establish himself permanently must never lose sight of the fact that his operations must show an attractive profit else he will be looked upon as a failure by his neighbors, and you can't blame them. He may expect them to be naturally skeptical and may as well assume the attitude at the outset that it is up to him to demonstrate to them that there is more money and more satisfaction in breeding Shorthorns than in the kind of farming they are doing. Until a man is convinced of the fact himself and believes it so enthusiastically that his faith cannot be shaken, the chances are strongly against his making a success. One of the most common troubles that the new breeder has to contend with is his own lack of faith in the future of the business in which he is engaged. He has not accomplished the first essential to his success until he has convinced himself that the raising of good purebred Shorthorns will always be a safe business and that there will always be a demand for the good ones. Until

purebred bulls on the native cows. This will for a long time continue to be of primary importance, so that the breeder of purebreds may well, at the outset, assume a certain amount of responsibility for creating sentiment in favor of the change. Too frequently the breeder loses sight of the relationship of his business to that of beef production and just as certainly loses also the sympathy and support of those he would have become interested. Except a breeder can so conduct his operations as to arouse the enthusiasm and pride of his neighbors in his success as a community enterprise, he may set down his establishment as being shortlived and their praise must be genuine. You have heard the citizens of a community boast of a great breeding establishment in their midst, with its fine cattle and of the prizes they have won, and then spoil it all by saying, "Oh, well, they have lots of money and can afford to keep such animals." Establishments of this kind are generally of great value to the breed because they can bring together and mate the choicest specimens of the breed, regardless of cost, thereby producing very superior animals, but in the community where established the difference between their methods and those of the average farmer may be so great that the latter is unable to see any relationship to the

a scrub. We also hear it said that the average farmer cannot afford to own an automobile and yet there are more farmers buying automobiles every day. It has been demonstrated by numerous experimental tests that the average farmer cannot afford to own a tractor and still more are buying them every day. The increased value of a purebred bull over a scrub has been proclaimed and demonstrated until it is common knowledge. Is it not largely a matter of publicity, creating sentiment in favor of purebreds and against scrubs? When the farmer and his family reach the point where they feel as badly disgraced by owning a scrub bull as they do by having to drive down the public highway in a farm wagon the end of the scrub will be in sight.

Recently there came to my attention an occurrence like this: A breeder who has exercised unusual judgment in the selection of a herd bull and from all indications to date has what promises to be one of the great sires of the breed, took a remarkably long chance by offering a national gathering of breeders the opportunity to publicly appraise the bull's first calf. Now you will agree with me, that it is nothing short of marvelous to find the very first calf to be sufficiently outstanding to risk your herd bull's reputation on, particularly before the most critical of judges. He



Courtesy Finlay McMartin & Sons, Claremont, Minn.

Photo by Hildebrand

These Are Milking Shorthorns. Note the Depth of Each Cow and the Size of the Udders

he has accomplished this, even to the point of enthusiasm, he may not hope to inspire enough confidence in his neighbors to cause them to make a similar investment.

But faith without works is dead. The profitability of raising purebreds, or at least of using purebred bulls instead of grade or scrubs, must be demonstrated. The particular kind of demonstration necessary will depend largely upon local interests. In the average community of the section the greatest need, so far as beef cattle production is concerned, is a more general use of

cattle of his farm or any possible chance of his owning purebreds.

As stated above the greatest need of the section is a replacement with purebreds of the grade and scrub bulls now responsible for the annual calf crop. The disposition of purebred bulls adapted to this purpose is also the greatest problem confronting the breeder. How are these two needs to be made satisfactory to each other? The idea is commonly advanced that the average farmer cannot afford to pay the price which a breeder must have for his bulls and therefore continues to use

was a good calf everybody admitted, but was he outstanding enough to really help any? That is the all important question until a bull's reputation as a sire becomes thoroughly established.

Steers developed from calves that it has seemed wise to castrate often furnish the best kind of demonstration material, but there are still many communities in which such a demonstration is needed. Breeders should pay more attention to the production of good steers than they frequently do. There came under my observation in connection with the promotion of calf club

work in a certain community in which the interest for beef cattle had always been outstandingly in favor of Shorthorns, this situation. Through lack of diligence on the part of Shorthorn breeders of the county the promoters and supporters of the project with the best intentions advanced and backed up the idea that it was necessary for the boys to secure calves of another breed in order to stand a chance of winning. If I am not misinformed some of the most enthusiastic supporters of the project were Shorthorn breeders of the county. When the big show came off a Shorthorn breeder from another section had had foresight enough to be present with a roan yearling, which had no trouble walking away with grand championship honors. But this furnishes an excellent illustration of how interest may be allowed to lag and of all places the most important is with the boy of the community who may be interested enough to feed and properly care for a good calf. Another full opportunity to demonstrate the peculiar adaptability of the Shorthorn to the best needs of the smaller farmers of the mountain sections of the Appalachian region has come with the establishment of the small cheese factory. The cheese factory idea was conceived, not as a means of trying to convert the farmers of the section into dairymen, but hoping to materially increase their incomes by furnishing them a better market for the surplus milk from their farm cows. Their most dependable product has been and will continue to be a calf which will develop into a good steer for the vast area of good grass going to waste on mountain sides thereabout. Considerable well meant but misdirected effort has resulted in bringing into these communities quite a number of cows of one of the dairy breeds. They are proving unsatisfactory, as was to be expected, simply because they did not bring with them the silo, the luxuriant pastures and the special care and attention demanded by so highly a specialized breed. They are not producing on a par with the generally prevalent red cow of the community because they cannot adapt themselves to conditions, and with no inclination on the part of this type of farmer to become a dairyman and not enough cows being kept on an average to justify the building of a silo, they will gradually disappear. The greatest evil their coming has wrought has been the damage done to the formerly excellent calf crop of the section, for steer purposes. These small cheese factories are accomplishing great good and are meeting with increasing favor. Unfortunately, some of the Shorthorn breeders of the section, who had formerly found their best bull trade among these small farmers, failed at the outset to grasp the idea that the Shorthorn cow was best suited to the purpose of the new enterprise and failed to lend it as hearty support as they were given opportunity. Had they only appreciated the importance of this industry to the small farmer they would have lined up

as the chief patrons of the factory in their community and might well have gone so far as to have established milk records on their cows. They would then have suffered no depreciation in the demand for Shorthorn bulls and would not have given the encouragement their present attitude has toward the bringing in of dairy bred bulls. Nothing would work more for the general good of this situation, not only with regard to Shorthorn breeders but the farmers as well, in these communities, as attention on the part of breeders to the making of creditable milk records. The cows have the milking capacity; all that is needed is enough energy to milk them.

Another medium, the value of which has not yet been properly appreciated in the section, is the public auction. We have had demonstrated quite thoroughly the kind of auctions not to have: Sales of cattle from unknown sources, lacking in uniformity of type and condition held promiscuously about, or sales in which the primary motive is the getting rid of the culs of the herds, can accomplish no good purpose and any advertising they may give the breed is sure to be unfavorable. But there is no better stimulant to an increasing interest in better cattle than a firstclass offering presented in good sale condition by a reputable breeder or by a community of breeders. To get results in these sales it is necessary to realize that the best are none too good to offer and that condition is of paramount importance. It is better to be represented in a sale by one creditable animal which will command the respect of the buyers present, than to be represented by a dozen ordinary ones. If the one animal is good enough there will be enough inquiring about it after the sale to supply purchasers for the ordinary ones left at home and the disposition of the latter can be accomplished without any unnecessary publicity. It is well to keep in mind that when people come to a sale they are looking primarily for the product of the herds represented and they do not wish to be handed a lot of stuff some one is speculating on. If they had wanted that kind of stuff they would have gone somewhere else after it. There has been more or less of a feeling prevalent in the territory that good cattle will not bring their value at home, but the breeder who assumes this attitude toward the southern buyer is going to find one of these days a lack of appreciation of his product on the part of this same buyer, simply because he has in a measure ignored him. The breeder who goes outside his home territory to find a market is going to find buyers of his territory going outside to find animals to buy. The demand for firstclass Shorthorns is so general that it is possible to sell them anywhere. If the buyers are not to be found locally they will come from a distance. All that is necessary is to be sure that they are fully advised as to the worth of the offering. Then, too, the greatest advantage from the demonstration standpoint is the effect locally of a good average.

A thousand dollar average doesn't sound so big any more in Chicago, but think how it would sound in Alabama! Don't misunderstand me to have reference here to unscrupulous price boosting because nothing can have a more hurtful effect. But a good average, produced in a sale in which the offering is worthy and the values are established by buyers who know, has a very stimulating effect on the local witnesses and will go far toward convincing them of the attractiveness of the business. It is not nearly so incumbent upon a breeder to demonstrate outside of his home community that his section can produce as good cattle as can be grown as it is to convince his neighbors that there is money in the business. Of course, there are many cases where beginners and breeders with small herds may not have enough animals to warrant the expense of holding a public auction and in such case the next best thing for them to do is to each year plan to consign to the International and Congress sales enough of the products of their herds to establish a standard of values which may be used to stimulate interest in their home communities. The reports of such high prices coming from afar off never can have the same effect however, as actually witnessing buyers contend for the different animals offered right in the home community, where nothing of the kind ever occurred before.

It sometimes happens that a public spirited citizen of a community goes out and buys a herd of cattle at what seems locally very high prices, and after a time he begins to feel that his neighbors lack appreciation of his efforts and he gets discouraged. His neighbors go elsewhere to buy their cattle and frequently pay higher prices than he is asking. In a case like this there is generally something wrong. It may be that the breeder in question paid too high for his foundation cattle. It may be that he has not taken care of them and that he has neglected to grow out his calves. Should he be surprised if his neighbors do not buy when upon a visit to his herd they are met with disappointment at the condition of his cattle and particularly the undersize and lack of thrift in the calves he offers for sale? Any breeder feeling this lack of appreciation locally will greatly profit by a consignment to the Congress sale.

Demonstrating away from home is important in the matter of exhibiting at state fairs and at the International shows. Breeders from other sections have taken kindly to the southern fair circuit for many years because they have met with so little competition on the part of southern breeders. It has been easy picking for them. Many of our breeders have had the habit of looking upon the state fair much the same as they look upon the circus. They went to see the strange animals and when they came across representatives of the breed of their choice, boasted to their friends that "they had better ones at home." Shorthorn breeders of other sections have assisted wonderfully in

stimulating greater interest in the breed in the south by their annual tours of the southern circuit, but it was not until breeders of the south began offering competition of the caliber of International winners that the exhibits lost their circus effect and began to have real educational value. With the popularity enjoyed by livestock shows everywhere today, no breeder may expect his productions to create much of a sensation if he hasn't energy or nerve enough to line them up alongside the popular favorites of the season and let the official judge make comparisons. Even though a breeder is not yet ready for the state fair or the International there is plenty of opportunity for making exhibits to the advantage of his representation and the good of the breed. More frequently than otherwise the judge at our southern county fairs is asked to tie the ribbons on animals that are a discredit to the breed they are supposed to represent. Is it any wonder that no more enthusiasm is aroused locally by such exhibits? No better type of breed promotion work can be done than seeing that wherever Shorthorns are to be exhibited they are represented by creditable animals and further than this the breeders have a responsibility in seeing that the ribbons are tied by some one capable. Fair managements are always grateful for constructive assistance.

In the foregoing the matter of an efficient organization has been dealt with from the standpoint of the individual breeder, but to succeed in the fullest measure is going to require the cooperation and helpful interest of every breeder of the section. The organization of county, district and state breeders' associations is going to greatly simplify the problem of stimulating interest, popularizing purebreds and lending to the beginners the help and encouragement necessary for his success. The value of the fostering of these organizations by the county agent, the beef cattle specialists and others of the extension forces of the U. S. Department of Agriculture and state agricultural colleges cannot be overestimated. Upon the rapidity with which these and other organizations of progressive farmers within the counties gather strength, will depend very largely the disappearance of scrub livestock and the building up of good purebred herds.



Courtesy S. A. Nelson & Sons, Malcolm, Nebr.

Villager's Model

Courtesy C. W. Lambourn, Ocheyedan, Ia.

Giving Him the Once Over

Public Sales

PAYETTE, IDAHO, FEB. 19.

PAYETTE VALLEY SHORTHORN BREEDERS' ASSOCIATION.

10 bulls	\$	\$ 272
23 females.....	267
33 head.....	269
Top bull, Pansy's Dale.....	500
Top female, Dale's Sunbeam.....	650

WAPATO, WASH., FEB. 24.

JOE TURNER AND A. D. DUNN.

59 head	\$20,330	\$ 345
Top bull, Craven Clipper.....	510
Top female, Dunbro's Butterfly.....	650

WILLISTON, N. D., MARCH 2.

MISSOURI YELLOWSTONE LIVESTOCK ASS'N.

50 bulls	\$	\$ 300
44 females.....	321
Top animal	1,275



Courtesy I. J. Swayer, Ashville, Ohio

Sultan of Waterloo

DES MOINES, IOWA, MARCH 3.

AMERICAN POLLED SHORTHORN BREEDERS' ASSOCIATION.

33 head.....	\$ 6,175	\$ 187
Top bull, Sultan of the West.....	850
Top female, Daisy Dean.....	305

SPOKANE, WASH., MARCH 3.

NORTHWESTERN SHORTHORN BREEDERS' ASSOCIATION.

71 head.....	\$14,920	\$ 210
Top bull, Chilco Doune.....	470
Top female, Whitman's Pride.....	400

SIOUX CITY, IOWA, MARCH 4.

AMERICAN POLLED SHORTHORN ASSOCIATION.

40 head	\$	\$ 194
Top bull, Fair Glory.....	390
Top female, Fair Sultana.....	710

SIOUX CITY, IOWA, MARCH 11.

INTERSTATE SHORTHORN BREEDERS ASSOCIATION.

80 bulls	\$	\$ 200
Top bulls, Maxwilton Dividend and Wildwood Victor, each.....	500

JACKSONVILLE, ILL., MARCH 12.

C. L. HAWKER AND A. L. REED.

10 bulls.....	\$	\$ 170
46 females.....	215
56 head.....	203
Top female, Gracie and cc.....	400

KLAMATH FALLS, ORE., MARCH 13.

SHORTHORN BREEDERS.

18 bulls	\$	\$ 367
12 females.....	573
30 head	13,495
Top bull, Lord Sultan.....	700
Top female, Luceal.....	775

FRIEND, NEBR., MARCH 16.

SALINE SHORTHORN BREEDERS' ASSOCIATION.

24 bulls	\$	\$ 153
18 females.....	209
42 head	177
Top bull, Wallflower Sultan.....	345
Top female	445

KNOXVILLE, TENN., MARCH 16.

A. R. SWANN & SON.

5 bulls	\$	\$ 720
36 females.....	665
41 head	672
Top bull, Wallflower Sultan.....	1,350
Top female, Appalachia Violet.....	3,025

STERLING, ILL., MARCH 16.

NORTHERN ILLINOIS BREEDERS' SALE COMPANY.

56 head	\$	\$ 186
Top bull, Orange Goods.....	775
Top female, Jordan's Duchess.....	620

KNOXVILLE, TENN., MARCH 17.

EASTERN TENNESSEE SHORTHORN BREEDERS.

19 bulls	\$	\$ 143
32 females.....	237
51 head	10,335
Top female	202

MONTPELIER, OHIO, MARCH 17.

WILLIAMS COUNTY SHORTHORN BREEDERS' ASSOCIATION.

32 head	\$	\$ 195
Top female	460

CEDAR RAPIDS, IOWA, MARCH 18.

C. E. KOHL AND WICKHAM BROS.

5 bulls	\$	\$ 391
34 females.....	412
Top bull, Aven Elect.....	850
Top female, Village Beauty.....	1,400

BELLEVUE, IOWA, MARCH 19.

THEO. MARTIN AND LEO P. DUER.

52 head	\$	\$ 914
Top bull, Gainford's Model.....	2,900
Top female, Nonpareil's Roan.....	3,500

CEDAR FALLS, IOWA, MARCH 20.

S. P. HOOVER AND CHAS. H. BACON.

3 bulls	\$	\$ 575
61 females.....	655
64 head	637
Top bull, Cumberland's Villager.....	1,000
Top female, Villager's Sunrise.....	1,500

KANSAS CITY, MO., MARCH 23.

POLLED SHORTHORN BREEDERS.

44 head	\$	\$ 250
Top bull, Lewis.....	520
Top female, Ury's Pride.....	500

MT. PLEASANT, IOWA, MARCH 23.

LOVELAND STOCK FARMS.

4 bulls.....	\$ 4,800	\$ 1,200
42 females.....	49,325	1,174
46 head.....	54,125	1,117
Top bull, Villager's Marshal.....	1,950
Top females, Sobriety Emblem and Queen of Gloster 5th, each.	3,000

IOWA CITY, IOWA, MARCH 24.
WARD N. ROWLAND
Sold for. Average.
39 head.....\$51,850 \$1,329
Top bull, Proud Victor.....600
Top female, Clara 59th.....3,900
WAPELLO, IOWA, MARCH 24.
UPPERMILL FARM
Sold for. Average.
8 bulls.....\$28,900 \$3,612
43 females.....78,000 1,840
51 head.....106,900 2,096
Top bull, Villager's Robin.....6,700
Top female, Villager's Marigold.....5,100
OSKALOOSA, IOWA, MARCH 25.
J. R. COLEVILLE & SON AND KRIZER BROS.
Sold for. Average.
41 head.....\$ \$ 870
Top bull, Merry Marquis.....1,000
Top female, Miss Songstress 2d and cc.....2,000
OTTAWA, KAN., MARCH 25.
EASTERN KANSAS SHORTHORN BREEDERS' ASSOCIATION
Sold for. Average.
51 head.....\$ \$ 202
Top bull, Walnut Type.....600
Top female, Golden Dale 5th.....585
OLLIE, IOWA, MARCH 25.
R. N. MARSHALL
Sold for. Average.
52 head.....\$ \$ 1,725
Top bull, Avondale's Heir.....775
Top female, Baby Sweetheart 2d and cc.....4,000
MELBOURNE, IOWA, MARCH 26.
M. L. ANDREWS
Sold for. Average.
3 bulls.....\$1,400 \$ 466
44 females.....38,835 882
47 head.....40,235 856
Top bull, Real Supreme.....650
Top female, Oaklawn's Pride.....2,575
SOUTH OMAHA, NEB., MARCH 29.
H. C. MCKELVIE, MANAGER.
Sold for. Average.
118 head.....\$ \$ 190
113 head (Polled Shorthorns).....472
LIGONIER, IND., MARCH 30.
LOESER BROS.
Sold for. Average.
39 females.....\$19,880 \$ 510
Top female, Jilt 31st and cc.....1,550
ERIE, PA., MARCH 31.
BREEDERS OF MILKING SHORTHORNS.
Sold for. Average.
11 bulls.....\$ \$ 294
51 females.....397
Top bull, Gleenside Red Chief.....1,000
Top female, Roan Clay.....1,125
KANSAS CITY, MO., MARCH 30-APRIL 1.
CENTRAL SHORTHORN BREEDERS' ASS'N.
Sold for. Average.
63 bulls.....\$ \$ 330
113 females.....338
176 head.....335
Top bull, Sanquhar Sultan.....3,550
Top female, Lovely Maid.....1,850
WESLEY, IOWA, APRIL 1.
M. C. MATERN & SONS
Sold for. Average.
8 bulls.....\$ \$ 264
29 females.....595
Top bull, Proud Sultan.....625
Top female, Lady Rose.....1,350
BUCYRUS, OHIO, APRIL 2.
I. W. SCHIEBER (Milking Shorthorns).
Sold for. Average.
40 females.....\$ \$ 335
Top female, Princess and cc.....705
SHENANDOAH, IOWA, APRIL 2.
FRANK I. COYKENDALL
Sold for. Average.
41 head.....\$ \$ 268
Top bull, Choice Baron.....500
Top female, Marchioness 31st.....1,000
FERGUS FALLS, MINN., APRIL 6.
J. S. BILLINGS & SON AND C. E. LEE
Sold for. Average.
40 head.....\$ \$ 610
Top bull, Master Stamp.....1,000
Top female, Mysie Lass.....1,550
DENVER, COLO., APRIL 8.
WESTERN SHORTHORN BREEDERS' ASS'N.
Sold for. Average.
47 bulls.....\$ \$ 157
32 females.....210
Top bull, Divide Archer.....550
Top female, Spruce Hill Missie and bc.....900
WORTHINGTON, MINN., APRIL 8.
ANDREW OLSON.
Sold for. Average.
40 females.....\$ \$ 840
Top bull, Village Master.....685
Top female, Clara 61st.....3,000
DENVER, COLO., APRIL 9.
D. WARNOCK & SONS AND JAY & ALLEN.
Sold for. Average.
1 bull.....\$ 710 \$ 710
55 females.....29,115 530
Top bull, Baron Modei.....710
Top female, Golden Girl 10th.....2,050

HURON, S. D., APRIL 9.
ROY HOUSMAN.
Sold for. Average.
52 females.....\$ \$ 430
Top female, Highland Lady 5th.....1,055
CLAY CENTER, NEB., APRIL 14.
MCKELVIE & BARNES
Sold for. Average.
5 bulls.....\$ \$ 483
32 females.....465
37 head.....467
Top bull, Dale Clarion Jr.....925
Top female, Golden Venus 13th.....2,000
LINCOLN, NEB., APRIL 14.
S. A. NELSON & SONS.
Sold for. Average.
11 bulls.....\$ \$ 591
33 females.....940
44 head.....805
Top bull, Lovely's Knight.....2,500
Top female, Lady Augusta 8th.....2,925
CAMBRIDGE, NEBR., APRIL 15.
A. C. SHALLENBERGER AND THOS. ANDREWS
Sold for. Average.
80 head.....\$ \$ 935
Top bull, Ashbourne Choice.....2,750
Top female, Clara Rosewood.....3,350
INDIANAPOLIS, IND., APRIL 19.
HAMILTON COUNTY SHORTHORN BREEDERS' ASSOCIATION.
Sold for. Average.
42 head.....\$ \$ 200
Top female, Albion Fancy 2d.....580
NEWTON, IOWA, APRIL 21.
WILL CARRIER AND H. D. PARSONS.
Sold for. Average.
30 females.....\$ \$ 715
32 head.....21,470 685
Top female, Marshal's Beauty 2d and cc.....2,000
MARSHALLTOWN, IOWA, APRIL 22.
E. W. HARMON.
Sold for. Average.
63 head.....\$ \$ 675
Top bull, Victor Cumberland.....505
Top female, Proud Rosette 8th.....2,000
COLUMBUS GROVE, OHIO, APRIL 22, 23.
COLUMBUS GROVE SHORTHORN BREEDERS' ASSOCIATION.
Sold for. Average.
144 head.....\$100,170 \$ 696
Top female, Gartley Rosebud and cc.....6,000
HUNTERTOWN, IND., APRIL 22, 23.
FORT WAYNE DISTRICT SHORTHORN BREEDERS' ASSOCIATION.
Sold for. Average.
133 females.....\$ \$ 941
156 head.....844
Top bull, Sterling Silver.....850
Top female, Maxwalton Jealousy 9th and cc.....4,150
TAMA, IOWA, APRIL 23.
N. J. SMITH & SON.
Sold for. Average.
37 females.....\$ \$ 500
Top bull, Roan Robin.....185
Top female, Lavender 9th.....1,000
WAPAKONETA, OHIO, APRIL 24.
AUGLAIZE COUNTY SHORTHORN BREEDERS' ASSOCIATION.
Sold for. Average.
17 bulls.....\$ \$ 144
49 females.....572
66 head.....30,470 462
Top female, Mayflower Lassie.....1,425
IOWA CITY, IOWA, APRIL 27.
SELMMONS BROS.
Sold for. Average.
3 bulls.....\$ 855 \$ 285
37 females.....20,965 566
40 head.....21,820 545
Top female, Gwynne Ruby.....1,450
MORTON, ILL., APRIL 28.
TAZEWELL (ILL.) COUNTY SHORTHORN ASSOCIATION.
Sold for. Average.
24 females.....\$ \$ 192
43 head.....137
Top bull, Royal Lavendar.....1,010
ELKADEE, IOWA, APRIL 28.
CLAYTON COUNTY SHORTHORN BREEDERS' ASSOCIATION.
Sold for. Average.
10 bulls.....\$ \$ 292
31 females.....327
41 head.....13,080 313
Top bull, Dale Commander.....710
Top female, Merry Maid 2d and cc.....1,075
AVOCAS, IOWA, MAY 4.
W. E. PRITCHARD.
Sold for. Average.
43 head.....\$46,950 \$1,091
Top bull, Sedate Dale.....1,550
Top female, Rosebud 5th and cc.....3,250
ATLANTIC, IOWA, MAY 5.
HOPLEY STOCK FARM.
Sold for. Average.
4 bulls.....\$ 7,050 \$1,762
59 females.....100,725 1,707
63 head.....107,775 1,710
Top bull, Village Master.....2,400
Top female, Bessie of Barrogill.....5,000
GREAT FALLS, MONT., MAY 6.
MONTANA SHORTHORN BREEDERS' ASS'N.
Sold for. Average.
73 head.....\$ \$ 296
Top bulls, Liberty Bond 2d and Happy Dale, each.....700
Top female, Hillcrest Lady.....900
SHENANDOAH, IOWA, MAY 6.
ECONOMY STOCK FARM
Sold for. Average.
48 females.....\$49,025 \$1,021
Top bull, Villager's Royal.....1,050
Top females, imp. Keir Marchioness and cc. and Marigold 6th, each
3,000
SKIDMORE, MO., MAY 7.
F. C. BARBER & SONS.
Sold for. Average.
6 bulls.....\$ \$ 1,117
46 females.....870
52 head.....46,600 896
Top bull, Bapton Villager.....2,300
Top female, Orange Blossom A. 2d.....2,600
SHREVEPORT, LA., MAY 11.
J. H. McMAHON.
Sold for. Average.
14 bulls.....\$ \$ 243
47 females.....340
61 head.....19,340 317
Top bull, Royal Type.....850
Top female, Roan Orange 2d and cc.....815
MT. PLEASANT, IOWA, MAY 12.
HENRY COUNTY SHORTHORN BREEDERS' ASSOCIATION.
Sold for. Average.
8 bulls.....\$ \$ 121
67 females.....243
75 head.....230
Top bull, Iowa Goods.....200
Top female, Miss Butterfly and cc.....825
DUNCAN, OKLA., MAY 13.
H. T. BLAKE & SON.
Sold for. Average.
4 bulls.....\$ \$ 787
36 females.....745
40 head.....29,980 750
Top bull, Count Clarcet.....1,300
Top female, Village Gem and cc. 1,600
WATONGA, OKLA., MAY 14.
H. C. LOOKABAUGH.
Sold for. Average.
7 bulls.....\$ \$ 1,410
36 females.....1,460
Top bull, Proud Lord.....3,100
Top female, Fairy Queen 24th and bc.....3,600
WICHITA, KAN., MAY 15.
PARK E. SALTER AND J. C. ROBISON.
Sold for. Average.
48 head.....\$65,100 \$1,347
Top bull, Missie's Last.....6,100
Top female, Miss Snowbird and cc. 5,000
AMBIA, IND., MAY 18.
STEINMETZ & SONS.
Sold for. Average.
39 females.....\$46,475 \$1,192
Top female, Dover Augusta 5th.....4,000
ATLANTA, IND., MAY 19.
O. C. LOWER.
Sold for. Average.
4 bulls.....\$ \$ 1,225
40 females.....914
44 head.....965
Top bull, Gem's Avondale.....3,100
Top female, Cumberland Countess 2,000
TIFFIN, OHIO, MAY 20.
W. C. ROSENBERGER & SONS.
Sold for. Average.
46 head.....\$91,050 \$2,090
Top bull, Cloverleaf Champion.....5,100
Top female, Mina Grey 9th and cc. 5,000
CLARKSVILLE, MO., MAY 25.
W. C. PREWITT & SONS.
Sold for. Average.
3 bulls.....\$ \$ 1,108
41 females.....953
44 head.....42,400 964
Top bull, Gay Marshal.....2,500
Top female, Golden Gift and bc. 3,900
MANHATTAN, KANS., MAY 26.
KANSAS SHORTHORN BREEDERS' ASS'N.
Sold for. Average.
8 bulls.....\$ \$ 454
46 females.....510
Top bull, Lavender Marshal.....1,025 502
Top female, College Duchess 2d and bc.....3,900

WHEELING, MO., MAY 26.

F. E. STEVENSON.

	Sold for.	Average.
6 bulls.....	\$ 239	
36 females.....	154	
42 head.....	170	
Top bull, Sultan's Improver.....	500	
Top female.....	400	

STOCKPORT, IOWA, MAY 26, 27.

RHYNAS & WELLS.

	Sold for.	Average.
4 bulls.....	\$ 4,225	\$ 1,056
109 females.....	127,050	1,165
113 head.....	131,275	1,161
Top bull, Choice Cumberland Jr.....	1,275	
Top females, Cotehay Augusta 2d and Claudia 7th and cc. each.....	3,300	

LONDON, OHIO, MAY 27.

MADISON COUNTY (OHIO) SHORTHORN BREEDERS' ASSOCIATION.

	Sold for.	Average.
86 head.....	\$ 233	
Top bull, Woodlawn Dale.....	350	
Top female, imp. Primrose and cc.....	1,250	

WEST SACRAMENTO, CAL., MAY 27.

CALEDONIA FARMS.

	Sold for.	Average.
65 head.....	\$ 421	
Top females, Signs Memory 7th and Glenbrook's Memory 39th, each.....	1,000	

GRANGER, MO., MAY 28.

JOS. MILLER & SONS.

	Sold for.	Average.
4 bulls.....	\$ 812	
43 females.....	64,775	1,506
47 head.....		1,448
Top bull, Cumberland Magnate.....	1,125	
Top female, imp. Arngask Cowslip 3d and bc.....	5,000	

CLIO, IOWA, MAY 29.

W. PRESTON DONALD.

	Sold for.	Average.
44 head.....	\$ 651	
Top bull, Dale's Victory.....	165	
Top female, Dianod Rosewood 2d.....	1,975	

CHICAGO, ILL., JUNE 1.

B. F. HALES AND THOS. E. WILSON.

	Sold for.	Average.
52 head.....	\$62,575	\$ 1,203
Top female, Maxwalton Queen and cc.....	4,050	

CHICAGO, ILL., JUNE 2.

W. L. SMITH.

	Sold for.	Average.
42 head.....	\$42,825	\$ 1,020
Top bull, Meadow Brook Stamp.....	1,525	
Top female, Lavender 7th and bc.....	3,200	

CHICAGO, ILL., JUNE 2.

HAY BROWN.

	Sold for.	Average.
54 head.....	\$55,255	\$ 1,023
Top female, Lespedeza Augusta 14th.....	3,500	

INDIANAPOLIS, IND., JUNE 3.

POLLED SHORTHORN ASSOCIATION

	Sold for.	Average.
52 head.....	\$14,820	\$ 285
Top bull, Leader's Emblem.....	1,325	
Top female, Imperial Mary.....	1,060	

CHICAGO, ILL., JUNE 3, 4.

CARPENTER & ROSS.

	Sold for.	Average.
30 bulls.....	\$ 2,066	
232 head.....	1,436	
Top bull, Maxwalton Rodney.....	14,000	
Top female, imp. Juno and cc.....	5,100	

BUCYRUS, OHIO, JUNE 7.

CRAWFORD COUNTY SHORTHORN BREEDERS' ASSOCIATION

	Sold for.	Average.
1 bull.....	\$ 700	\$ 700
48 females.....	21,470	447
Top bull, Maple Rose Archer.....	700	
Top female, Oakdale Mysie.....	1,200	

CLAREMONT, MINN., JUNE 8.

FINLAY McARTIN & SONS.

(Milking Shorthorns.)

	Sold for.	Average.
7 bulls.....	\$ 548	
34 females.....	585	
41 head.....	23,735	
Top bull, Perseverance.....	1,000	
Top female, Roan Lily 3d.....	2,150	

PELLA, IOWA, JUNE 8.

C. AND C. T. VAN LINT.

	Sold for.	Average.
2 bulls.....	\$ 365	\$ 182
28 females.....	14,745	527
30 head.....	15,110	
Top bull, Roan Villager.....	185	
Top female, Rosewood 6th and bc.....	2,700	

EUCLID, MINN., JUNE 9.

A. E. PALMER AND R. R. WHEATON

(Milking Shorthorns.)

	Sold for.	Average.
50 head.....	\$ 530	
Top bull, Graybird Imperator.....	500	
Top female, Golden Wimple.....	2,050	

KOKOMO, IND., JUNE 9.

KOKOMO DISTRICT SHORTHORN BREEDERS' ASSOCIATION.

	Sold for.	Average.
13 bulls.....	\$2,075	\$ 160
40 females.....	8,960	224
53 head.....	11,035	203
Top bull, Gloster Marshal.....	300	
Top female, Glen Buell Mil- dred 8th.....	900	

OSKALOOSA, IOWA, JUNE 9.

BRAYWOOD FARMS.

	Sold for.	Average.
48 females.....	\$65,550	\$ 1,365
Top females, imp. Bouquan, Lady Kate and bc. and Victoria Helen 2d, each.....	3,000	

COLUMBUS JUNCTION, IOWA, JUNE 10.

DUNCAN BROS. AND JOHN JENKINS.

	Sold for.	Average.
43 females.....	\$ 461	
Top female, Beauty's Pride.....		

COSHOCOTON, OHIO, JUNE 10.

COSHOCOTON COUNTY SHORTHORN BREEDERS' ASSOCIATION.

	Sold for.	Average.
70 head.....	\$20,075	\$ 286
Top bull, Bonadel Pride.....	500	
Top female, Loamland Cretia.....	1,500	

CADIZ, OHIO, JUNE 11.

C. A. BRANSON.

	Sold for.	Average.
6 bulls.....	\$ 459	
36 females.....	1,312	
42 head.....	49,980	1,190
Top bull, Diamond Dale.....	1,000	
Top female, Twin Victoria 2d and cc.....	3,250	

FORT SCOTT, KAN., JUNE 11.

INTERSTATE SHORTHORN BREEDERS ASSN.

	Sold for.	Average.
6 bulls.....	\$ 796	
42 females.....	16,660	397
48 head.....	21,435	447
Top bull, Royal Archer.....	3,150	
Top female, Emma 4th.....	1,925	

SOUTH OMAHA, NEB., JUNE 11.

GEORGE ALLEN & SONS.

	Sold for.	Average.
53 females.....	\$ 980	
Top female, Augusta Lady and cc.....	2,500	

SMITHFIELD, OHIO, JUNE 11.

JEFFERSON COUNTY SHORTHORN BREEDERS' ASSOCIATION.

	Sold for.	Average.
40 head.....	\$ 301	
Top female, Pauline Dale.....	1,000	

SOUTH OMAHA, NEB., JUNE 15.

OWEN KANE.

	Sold for.	Average.
37 head.....	\$58,600	\$ 1,583
Top bull, Edgcote Knight.....	4,000	
Top female, Rosewood Lady & cc.....	9,600	

CADIZ, OHIO, JUNE 12.

HARRISON COUNTY SHORTHORN BREEDERS' ASSOCIATION.

	Sold for.	Average.
48 females.....	\$ 762	
57 head.....	25,860	454
Top female, imp. Straffett Elegance	2,775	

TROY, PA., JUNE 12.

BRADFORD COUNTY BREEDERS.

	Sold for.	Average.
77 females.....	\$ 725	
97 head.....	62,365	
Top bull, Royal Record.....	700	
Top female, Glenside Minnie Clay	3,150	

MARYVILLE, MO., JUNE 16.

E. OGDEN & SON.

	Sold for.	Average.
1 bull.....	\$ 2,750	\$ 2,750
53 females.....		\$ 27
54 head.....	46,600	860
Top bull, Acorn Supreme.....	2,750	
Top female, imp. Laurette 17th.....	2,000	

MARYVILLE, MO., JUNE 17.

BELLOWS BROS.

	Sold for.	Average.
10 bulls.....	\$ 14,200	\$ 1,420
77 females.....	109,500	1,416
87 head.....	123,250	1,416
Top bull, Supreme Commander.....	6,1100	
Top female, Clara 70th and cc.....	5,400	

MARYVILLE, MO., JUNE 18.

J. H. DEGGINGER.

	Sold for.	Average.
46 females.....	\$50,650	\$ 1,100
Top female, Clarissa Goods and cc.	2,025	

MARYVILLE, MO., JUNE 18.

DR. O. W. NAUMAN.

	Sold for.	Average.
4 bulls.....	\$ 875	
46 females.....		867
50 head.....	43,400	868
Top bull, Rosewood Supreme.....	2,050	
Top female, Miss Royal and cc.....	2,175	

MARYVILLE, MO., JUNE 18.

J. H. CRIST Sold for.

	Sold for.	Average.
2 bulls.....	\$ 640	
38 females.....		941
40 head.....	37,015	925
Top bull, Roan Village.....	985	
Top female, Roan Lavender & cc.	2,900	

ALEXANDRIA, IND.

HARLAN & SAFFORD.

	Sold for.	Average.
35 females.....	\$ 412	
Top bull, Village Dale.....	415	
Top female, Nellie Lind.....	1,000	

COLUMBUS JUNCTION, IOWA.

LOUISA COUNTY CALF CLUB.

	Sold for.	Average.
27 head.....	\$ 472	
Top animal.....	1,025	

DANVILLE, ILL.

VERMILION COUNTY BREEDERS

	Sold for.	Average.
14 bulls.....	\$ 319	
52 females.....		213
66 head.....		236

ENID, OKLA.

DR. H. L. BURGESS.

	Sold for.	Average.
32 head.....	\$26,750	\$ 836
Top bull, Villager's Champion.....	1,300	
Top female, Bapton Emma.....	1,400	

IDAHO FALLS, IDAHO.

JESSE ADAMS.

	Sold for.	Average.
16 head.....	\$ 220	
Top female and calf.....	675	

LENEXA, KAN.

DR. W. C. HARKEL.

	Sold for.	Average.
3 bulls.....	\$ 158	
18 females.....	4,300	239
21 head.....	4,775	227

SANTA ROSA, CALIF.

SANTA ROSA STOCK FARM.

	Sold for.	Average.
9 bulls.....	\$ 443	
38 females.....		597
47 head.....		568

TWIN FALLS, IDAHO.

TWIN FALLS NORTH AND SOUTH SIDE SHORTHORN BREEDERS' ASS'N.

	Sold for.	Average.
25 bulls.....	\$ 179	
9 females.....		284
Top bull, Mina's Dale B.....	635	
Top female, Royal Lady Village.....	675	

ASSOCIATIONS

ALABAMA.

Alabama Shorthorn Breeders' Association, I. V. Legg, Secretary, Eutaw, Ala.

Southern Shorthorn Breeders' Association, Thornton J. Wood, Secretary, Troy, Ala.

ARKANSAS.

Arkansas Shorthorn Breeders' Association, Conway Scott, Secretary, Scotts, Ark.

The Northwestern Arkansas Shorthorn Breeders' Association, A. T. Lewis, Secretary, Fayetteville, Ark.

West Central Arkansas Shorthorn Breeders' Association, K. E. Hudson, Secretary, Charleston, Ark.

CALIFORNIA.

California Shorthorn Breeders' Association, David J. Stollery, Secretary, San Francisco, Cal.

Glenn County Shorthorn Breeders' Association, Ernest V. Eibe, Secretary, Butte City, Cal.

COLORADO.

Elbert County Shorthorn Association, C. A. Melburn, Secretary, Elbert, Colo.

The Northwestern Colorado Shorthorn Association, T. J. Miller, Secretary, Steamboat Springs, Colo.

Western Shorthorn Breeders' Association, R. D. Warnock, Secretary, Lov

Southeastern Idaho Shorthorn Breeders' Association, R. A. Parson, Secretary, Blackfoot, Idaho.

The Bingham County Shorthorn Breeders' Association, R. A. Parsons, Secretary, Blackfoot, Idaho.

The Twin Falls North and South Side Shorthorn Association, Bruce Requa, Secretary, Kimberly, Idaho.

ILLINOIS.

Bureau County Shorthorn Breeders' Association, W. W. Wilson, Secretary, Princeton, Ill.

Champaign County Shorthorn Breeders' Association, J. W. Watson, Secretary, Champaign, Ill.

Clark County Shorthorn Breeders' Association, B. H. Emrich, Secretary, Casey, Ill.

Christian County Shorthorn Breeders' Association, T. A. Ostermeier, Secretary, Edinburg, Ill.

Cornbelt Shorthorn Breeders' Association, C. E. Hollis, Secretary, Heyworth, Ill.

Henderson County Shorthorn Breeders' Association, J. Howard Miner, Secretary, Stronghurst, Ill.

Illinois Shorthorn Breeders' Association, C. J. McMaster, Secretary, Altona, Ill.

Kankakee County Shorthorn Breeders' Association, John S. Collier, Secretary, Kankakee, Ill.

La Salle County Shorthorn Breeders' Association, R. E. Ebner, Secretary, Tonica, Ill.

Lee County Shorthorn Breeders' Association, M. J. Kent, Secretary, Amboy, Ill.

McLean County Shorthorn Breeders' Association, Ebon C. Jones, Secretary, Bloomington, Ill.

Peoria County Shorthorn Breeders' Association, Wm. E. Hedgcock, Secretary, Peoria, Ill.

Piatt County Shorthorn Breeders' Association, A. H. Gross, Secretary, Atwood, Ill.

Shelby County Shorthorn Breeders' Association, C. C. Firebaugh, Secretary, Windsor, Ill.

Tazewell County Shorthorn Breeders' Association, C. G. Starr, Secretary, Pekin, Ill.

The Central Illinois Shorthorn Breeders' Association, William Stewart, Secretary, Paris, Ill.

Tri-County Shorthorn Breeders' Association, Winnebago, Ogle, and Stephenson Counties, W. E. Lahre, Secretary, Lena, Ill.

Vermilion County Breeders' Association, Chas. N. Leemon, Secretary, Hoopeston, Ill.

Warren County Shorthorn Breeders' Association, Ralph Wells, Secretary, Monmouth, Ill.

Will County Shorthorn Breeders' Association, Fred A. Francis, Secretary, New Lenox, Ill.

INDIANA.

Anderson District Shorthorn Breeders' Association, H. L. Montgomery, Secretary, Summitville, Ind.

Carroll County Shorthorn Breeders' Association, Roy Martin, Secretary, Delphi, Ind.

Fort Wayne Shorthorn Breeders' Association, Charles H. Hartung, Secretary, Huntertown, Ind.

Fountain County Shorthorn Breeders' Association, William Coats, Secretary, Veedersburg, Ind.

Hamilton County Shorthorn Breeders' Association, Fred Gwinn, Secretary, Noblesville, Ind.

Huntington District Shorthorn Breeders' Association, H. T. Fryback, Secretary, Warren, Ind.

Indiana Shorthorn Breeders' Association, W. B. Krueck, Secretary, Lafayette, Ind.

Jasper County Shorthorn Breeders' Association, John Parkinson, Secretary, Rensselaer, Ind.

Jay County Shorthorn Breeders' Association, W. R. Hiatt, Secretary, Portland, Ind.

Jefferson County Shorthorn Breeders' Association, E. Schurman, Secretary, Madison, Ind.

Johnson County Shorthorn Breeders' Association, Harry George, Secretary, Franklin, Ind.

Knightstown District Shorthorn Breeders' Association, Robt. Vandenberg, Secretary, Greenfield, Ind.

Kosciusko County Shorthorn Breeders' Association, L. E. Wyland, Secretary, Warsaw, Ind.

Laporte County Shorthorn Breeders' Association, Julius Travis, Secretary, Laporte, Ind.

Logansport District Shorthorn Breeders' Association, Maurice Winn, Secretary, Luverne, Ind.

Morgan County Shorthorn Breeders' Association, E. F. Harvey, Secretary, Mooresville, Ind.

Pulaski County Shorthorn Breeders' Association, John Selmer, Secretary, Medaryville, Ind.

Porter County Shorthorn Breeders' Association, C. W. Applegate, Secretary, Hebron, Ind.

The Kokomo District Shorthorn Breeders' Association, W. A. Jones, Secretary, Flora, Ind.

Tippecanoe County Shorthorn Breeders' Association, Warren Throckmorton, Secretary, Lafayette, Ind.

Tipton County Shorthorn Breeders' Association, Geo. Hartley, Secretary, Elwood, Ind.

Vincennes Interstate Shorthorn Breeders' Association, Prentice Ruble, Secretary, Vincennes, Ind.

Western Indiana Shorthorn Breeders' Association, W. O. Smith, Secretary, Oxford, Ind.

White County Shorthorn Breeders' Association, A. F. Nagel, Secretary, Chalmers, Ind.

IOWA.

Adam County Shorthorn Breeders' Association, E. S. Leonard, Secretary, Corning, Iowa.

Blackhawk County Shorthorn Breeders' Association, W. D. Strayer, Secretary, Hudson, Iowa.

Buchanan County Shorthorn Breeders' Association, R. T. Lee, Secretary, Independence, Iowa.

Clayton County Shorthorn Breeders' Association, M. F. McNown, Secretary, Elkader, Iowa.

Clinton County Shorthorn Breeders' Association, L. O. Wise, Secretary, DeWitt, Iowa.

Hamilton County Shorthorn Breeders' Association, Chris Christensen, Secretary, Webster City, Iowa.

Henry County Shorthorn Breeders' Association, Don E. Fish, Secretary, Mt. Pleasant, Iowa.

Interstate Shorthorn Breeders' Association, J. E. Halsey, Secretary, Sioux City, Iowa.

Iowa Shorthorn Breeders' Association, Mrs. E. R. Silliman, Secretary, Colo, Iowa.

Jackson County Shorthorn Breeders' Association, W. H. Williamson, Secretary, Maquoketa, Iowa.

Linn County Shorthorn Breeders' Association, M. A. Lindsay, Secretary, Wapello, Iowa.

Madison County Shorthorn Breeders' Association, O. E. Husted, Secretary, St. Charles, Iowa.

Marshall County Shorthorn Breeders' Association, C. S. Lewis, Secretary, Marshalltown, Iowa.

Wapello County Shorthorn Breeders' Association, C. R. Scott, Secretary, Ottumwa, Iowa.

KANSAS.

Chase County Shorthorn Breeders' Association, Frank Yeager, Secretary, Bazaar, Kan.

Comanche County Shorthorn Breeders' Association, E. S. Dale, Secretary, Protection, Kan.

Labette County Shorthorn Breeders' Association, F. B. Campbell, Secretary, Altamont, Kan.

Lyon County Shorthorn Breeders' Association, I. T. Richardson, Secretary, Emporia, Kan.

KENTUCKY.

Kentucky Shorthorn Breeders' Association, R. T. Judy, Secretary, Sharpsburg, Ky.

Maysville District Shorthorn Breeders' Association, F. McIntyre, Secretary, Maysville, Ky.

LOUISIANA.

Louisiana Shorthorn Breeders' Association, G. C. Chapman, Secretary, DeRidder, La.

MAINE.

Interstate Shorthorn Breeders' Association, E. H. Westfall, Secretary, Richards, Me.

Maine Shorthorn Breeders' Association, A. H. Ellis, Secretary, Fairfield, Me.

MICHIGAN.

Barry County Shorthorn Breeders' Association, W. L. Thorpe, Secretary, Milo, Mich.

Central Michigan Shorthorn Breeders' Association, Oscar Skinner, Secretary, Gowen, Mich.

Clinton County Shorthorn Breeders' Association, Ralph Bottum, Secretary, St. Johns, Mich.

Eaton County Shorthorn Breeders' Association, Laurence P. Otto, Secretary, Charlotte, Mich.

Genesee County Shorthorn Breeders' Association, Ray E. Potter, Secretary, Davison, Mich.

Kent County Shorthorn Breeders' Association, L. H. Leonard, Secretary, Caledonia, Mich.

MacComb County Shorthorn Breeders' Association, W. Lyons, Secretary, Armada, Mich.

Mason County Shorthorn Breeders' Association, D. E. Sherburn, Secretary, Scottville, Mich.

Michigan Shorthorn Breeders' Association, W. E. J. Edwards, Secretary, East Lansing, Mich.

North West Michigan Shorthorn Breeders' Association, Roy Zimmerman, Secretary, Traverse City, Mich.

Northern Michigan Shorthorn Breeders' Association, S. S. Pickett, Secretary, Petoskey, Mich.

Osceola County Shorthorn Breeders' Association, John Schmidt, Secretary, Reed City, Mich.

Southern Michigan Shorthorn Breeders' Association, John Southworth, Secretary, Allen, Mich.

St. Joseph Valley Shorthorn Breeders' Association, A. Hagenbuch, Secretary, Three Rivers, Mich.

Van Buren County Shorthorn Breeders' Association, Frank Bailey, Secretary, Hartford, Mich.

MILKING SHORTHORNS.

Milking Shorthorn Society, Roy A. Cook, Secretary, Independence, Iowa.

MINNESOTA.

Houston County Shorthorn Breeders' Association, C. T. Roverud, Secretary, Spring Grove, Minn.

Minnesota Shorthorn Breeders' Association, F. C. Landon, Secretary, Winona, Minn.

MISSISSIPPI.

Mississippi Shorthorn Breeders' Association, C. G. Bingham, Secretary, Carrollton, Miss.

MISSOURI.

Andrews County Shorthorn Breeders' Association, Harry R. Coffey, Secretary, Savannah, Mo.

Atchison County Shorthorn Breeders' Association, H. R. Volker, Secretary, Tarkio, Mo.

Cass County Shorthorn Breeders' Association, Mac Bradley, Secretary, Harrisonville, Mo.

Central Shorthorn Breeders' Association, John A. Forsythe, Secretary, Greenwood, Mo.

Copper County Shorthorn Breeders' Association, Ben N. Smith, Secretary, Bunceton, Mo.

Gallaway County Shorthorn Breeders' Association, E. Sheley, Secretary, New Bloomfield, Mo.

Jasper County Shorthorn Breeders' Association, Cowgill Blair, Secretary, Carthage, Mo.

Johnson County Shorthorn Breeders' Association, F. A. Gouger, Secretary, Warrensburg, Mo.

Lafayette County Shorthorn Breeders' Association, F. W. Caldwell, Secretary, Higginsville, Mo.

Macon County Shorthorn Breeders' Association, J. F. Richards, Secretary, Bevier, Mo.

Monroe City Shorthorn Breeders' Association, Warren Fuqua, Correspondent, Monroe City, Mo.

Nodaway County Shorthorn Breeders' Association, Lawrence Ogden, Secretary, Maryville, Mo.

Ray County Shorthorn Breeders' Association, E. L. Willeford, Secretary, Richmond, Mo.

The Southwest Missouri Shorthorn Breeders' Association, Clinton Marbut, Secretary, Verona, Mo.

MONTANA.

Montana Shorthorn Breeders' Association, Wayne W. Wheeler, Secretary, Great Falls, Mont.

NEBRASKA.

Gage County Shorthorn Breeders' Association, S. F. Miller, Secretary, Holmesville, Neb.

Highline Shorthorn Breeders' Association, Jos. Hicks, Secretary, Farnam, Neb.

Keith County Shorthorn Breeders' Association, B. W. Sheldon, Secretary, Ogallala, Neb.

Lancaster County Shorthorn Breeders' Association, N. Norland, Secretary, Lincoln, Neb.

Phelps County Shorthorn Breeders' Association, Sidney Pierce, Secretary, Atlanta, Neb.

Seward County Shorthorn Breeders' Association, L. C. Christie, Secretary, Seward, Neb.

Southwest Nebraska Shorthorn Breeders' Association, Frank Carver, Secretary, Cambridge, Neb.

The Republican Valley Shorthorn Breeders' Association, C. W. Kelley, Secretary, McCook, Neb.

NEW ENGLAND STATES.

Eastern Shorthorn Breeders' Association, W. Arthur Simpson, Secretary, Lyndonville, Vt.

NORTH CAROLINA.

Jackson County Shorthorn Breeders' Association, Harry E. Buchanan, Secretary, Sylva, N. C.

NORTH DAKOTA.

Bottineau County Shorthorn Breeders' Association, J. M. Humphreys, Secretary, Bottineau, N. D.

Lake Region Shorthorn Breeders' Association, William Guy, Secretary, Devils Lake, N. D.

Missouri-Yellowstone Valley Shorthorn Breeders' Association, A. F. Berg, Secretary, Williston, N. D.

North Dakota Shorthorn Breeders' Association, W. F. LaGrange, Secretary, Agricultural College, N. D.

Richland County Shorthorn Breeders' Association, J. A. Barner, Secretary, Fairmont, N. D.

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Send in Your Card

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Oldest herd of Shorthorns in Arkansas. Herd headed by Dale by Double Dale and Orange Cumberland. Females of the best families. Both sexes for sale at all times.

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Carruthers Farm—Eighty breeding females of the best families. Hallwood Villager, California reserve champion, in service.

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Present herd bull, True Dale, by Double Dale.

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Herd bulls: Second Thought by Double Dale, and Meteor by Edgcote Toft. 10 head in herd. Choice animals offered for sale. Correspondence invited.

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Forest Glen Ranch—Cedarlawn's Best 497572 and Royal Whitehall in service. We try to grow the kind of Shorthorns that will give the best results in the western country.

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Lothian Marion and Princey Stamp, a re-peated prizewinner, in service. We always have some breeding stock for sale.

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Model Type Shorthorns. Herd sires: Advocate's Model and Supreme Model. One of the select herds of the west.

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Boulderburn Shorthorns—Females in which the blood of Red Knight, Choice Goods, Whitehall Sultan, Cumberland's Last and Villager is blended on good foundations. Type's General, a massive son of Cumberland's Type, in service.

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Golden Scotch 673059, together with Proud Mayflower 681727, head our herd of choice Scotch breeding matrons. A collection that will please. We have cattle for sale.

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Cherry Grove Farm—Hercules Diamond, first prize senior yearling International, in service. 100 head in herd. Herd headers for sale.

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Fair Acres—Champion Goods 410385, chief stock bull; five times Junior Champion at leading state fairs, 1915. Nothing for sale at present.

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Village Park Herd—Herd bull, Gainford Rothes Prince 803955. Choice young stock for sale at all times.

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Fashionable families. We breed for quality and utility.

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Green Brae Farm—Breeding or Shorthorn cattle. Home of the great bull, Maxwalton Count by Revolution. Rated as one of the greatest bulls of his age in America.

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Cypress Valley Farm—We are offering a few Scotch heifers due to calf soon by Maxwalton Stamp, also a few young bulls by Maxwalton Stamp.

WOODSIDE FARMS, Pendleton, Ind.
Have bred more dual-purpose Polled Shorthorns that have made the Milking Shorthorn Record of Merit than have been produced in any other herd in America. Literature on request.

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Fairview Shorthorns headed by Golden Goods 408201.

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Head of herd, Villager's Sultan 562425 by Villager and Parkdale Marengo 719676 by Rosewood Reserve.

C. W. & FRANK CHANDLER, Kellerton, Iowa.
Heather Hall Farms—A breeding establishment of 50 Scotch females with Rosewood Baron in service. Only the choicest bulls offered for sale.

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17 good herds represented. 650 registered Shorthorns. Write your wants.

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Herd headed by Count Avon 334946, International Grand Champion. Cows of highest excellence and best Scotch breeding.

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Herd headed by Village King 334462 by Villager, and Sovereign Chief 422116, a double grandson of Whitehall Sultan. We buy and sell Shorthorns; carlots a specialty.

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Golden Sultan and Cumberland Crest in service: 150 head. Leading families.

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Herd sires: True Cumberland 3d and Lavender Champion. Special offer, red son of Princey Sultan and Mildred of Oakdale. Shown as senior yearling. Herd numbers 185.

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Oakwood Farm—Dale Regent by Dale Clarion in service. Breeding stock, both sexes, for sale. On main line of R. I. 40 miles east of Omaha.

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Villager's Gasket heads herd of select matrons. Young bulls for sale. No females for sale at this time.

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120 head. Best families, headed by Gartley Lansdowne.

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We have cows and heifers, bred in some of the best herds in Canada, on hand for sale all the time.

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Marr's Avon 383858 in service. Breeder of high-class Shorthorns.

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Cumberland Stock Farm—Always a good bull or heifer to sell.

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Breeders of Shorthorn cattle. Herd bulls in service: Proud Marshal's Lad 509047 by Proud Marshal, Bonnie Knight 322563 and Baron Avon 439674 by Count Avon.

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Fair Acres—Herd sire: Proud Marshal 429906. Three bulls for sale sired by Silver Sultan 448335.

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The champion Villager's Coronet and Village Crest in service. Breeding stock of most fashionable families for sale. John Garden, Manager.

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Breeders of highclass Shorthorns. 350 head in herd. Breeding cows and heifers for sale, also car of good yearling bulls.

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Silver Dale, carrying 50 percent of the blood of the great Lord Avondale and 25 percent of Collynie's breeding, on equally well-bred females, is proving himself a real breeder.

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We are pushing the "reds, whites and roans" by selling good cattle at reasonable prices on an absolutely square basis. Annual sales at Ottawa.

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Cedar Heights Stock Farm—A choice collection of both individuality and breeding. Orange Baron 488697 by Orange Model in service.

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Spring Creek Shorthorns. Choice collection of dual-purpose cattle. White Foxglove in service. Always young cattle of both sexes for sale.

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Alfalfa Leaf Shorthorns. A select herd of females. Maxwalton Mandolin by Revolution in service.

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Imported and American bred Shorthorns. 50 head imported February, 1920. Herd headed by Lord Aberdeen and Dale's Renown by Avondale. 100 head to select from.

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Highclass Shorthorns of the most dependable bloodlines.

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Milking Shorthorns. 100 females, many with records over 10,000 lbs. of milk and 400 lbs. fat. The champions, Waterloo Clay and Knowsley Gift, in service.

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Breeder of Shorthorns. Young stock for sale.

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Richland Shorthorns. Michigan's largest herd. Lorne, Newton Champion and Sterling Supreme, three great bulls, in service. A few heifers and cows for sale. Herd at Prescott. Office at Tawas City.

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Milking-bred Scotch-topped Shorthorns—A lifetime with this type. Our bulls can be relied on to transmit our kind. Whitehall King 543959 in service.

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Valley View Shorthorns. Type's Gloster by Cumberland Type and Red Memory by Fond Memory in service. Farm just across the Dakota line.

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Bulls in service: Villager Jr., Village Perfection and Monarch. Cows and heifers bred to, and calves sired by these bulls. Can furnish bulls and females.

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Two hundred head. Herd bulls: Sultan Supreme 367161, Radium 385197, Aladdin and Parkdale Rex.

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150 Shorthorns. Private treaty. Desirable cows, heifers. Car range bulls and calf club heifers priced to sell. Farms, Maitland, Mo., and Cement, Okla.

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Nauman Shorthorns. Home of Brandsby's Officer and Rosewood Supreme. 80 head choicest breeding cows and heifers. Outstanding young herd bull prospects.

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Fifty Shorthorn herds in this county.

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Scotch Beau and other good bulls in service. Some choice Scotch cows and young bulls for sale.

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Breeders of Shorthorn cattle. Sires in service: Right Stamp, Fond Memory and Augusta Baron.

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Walnut Grove Farm. Sixty purebred registered head, many of them imported. Herd sire, Fill-pail Record by General Clay. We make a specialty of herd heading bulls. Herd tuberculin tested. Milk records kept.

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Have bred and sold the highest priced female ever produced in North Dakota. Gloster's Knight 438556 sired her. He still does good work in our herd.

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Farm 2 miles from town, 28 miles from North Fargo on main line Great Northern. Maxwalton Stamp 2d in service. Most popular families. Highclass stock for sale.

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Harry Brown Farms—Scotch. 60 head Shorthorns—quality—class—fashion. "Bred in the purple."

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Maxwalton Farm—Have shown their supremacy in the leading show rings. Herd numbers some 350, all ages. Write for what you want.

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Shorthorn herd of select lot of cows headed by Proud Emblem's Heir and Coral Lavender. Both great breeding and show bulls.

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Craiglea Farm Shorthorns—Young stock for sale at all times.

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Herd bull: City View's Diamond 478657. 35 females in herd. A few good young bulls for sale.

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A select herd headed by Dale's Fascinator 471851 and Parkdale Baron 410363.

SOUTH DAKOTA SHORTHORN BREEDERS' ASSOCIATION, M. J. Flanagan, President, Selby, S. D.; D. E. McMonies, Sec'y-Treas., Hurley, S. D.

To head our herds we buy the best.

F. E. TAYLOR, Ellis, S. D.

Excelsior Farm Shorthorns, headed by Silver Plate 454789 by Royal Silver. Young stock for sale. Farm 12 miles northwest of Sioux Falls.

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WEST RIVER SHORTHORN BREEDERS' ASSOCIATION, P. M. Smith, Secretary, Draper, S. D.

Out of the west comes the best.

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LESPEDAZA FARM, R. H. Scott, Manager, Hickory Valley, Tenn.

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Shorthorn cattle.

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Milking Shorthorns. Herd sires: Satisfaction by Duke of Edgewood, out of Flora Clay, and Priceless Lord Lee by Lord Lee 2d, out of Priceless Conjuror. A few top herd headers for sale.

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S. H. MOORE, Stuarts Draft, Va.

Breeder of purebred Shorthorns. Scotch-topped, Ferdinand 423339, a descendant of the great Choice Goods, in service.

T. J. THOMPSON & SONS, Swoope, Va.

Breeders of Scotch and Scotch-topped Shorthorns. Sultan Masterpiece, grandson of Whitehall Sultan, in service. Young stock for sale.

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Hercules Stock Farm—Shorthorns of quality. Herd headed by Gainford Perfection 442178.

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C. C. LEWIS, Point Pleasant, W. Va.

The use of selected bulls on my cow herd, bred and rigorously culled for 46 consecutive years, has produced highclass, healthy animals of uniform type.

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Poled Shorthorns (D. S. Poled Shorthorns). Choice Goods, Young Abbotsburn, Craven Knight, Gay Monarch and seven sons of Whitehall Sultan represented in our herd. Bulls for sale.

WISCONSIN

ANOKA FARMS, Waukesha, Wis., and Wheaton, Ill.

Lavender Sultan, Regal Stamp, Anoka Revolution and Scottie in service. Annual calf sale on the Saturday preceding International Show week.

G. W. BENEDICT, Platteville, Wis.

Breeder of Shorthorns. Herd bull: Lancaster Crown 2d.

JOHN R. P. FITZGERALD, Grimms, Wis.

Bulls, cows and heifers, bred for milk and beef. Herd headed by Cumberland Hero 405883. Farm located within a mile from town.

MACMILLAN & MACMILLAN, Lodi, Wis.

Meadow View Farm—Herd sires: Scotch Cumberland by Cumberland's Last, Village Marquis by Villager, Maxwalton Moonshade by Revolution, Diamond Radium by Radium and Proud Augustus by Roan Masterpiece.

JOHN NOTSETER, Deerfield, Wis.

Elm Grove Stock Farm—Dual-purpose Shorthorns. Herd headed by King's Crest 306857 and Collynie Dale 2d 527760.

CANADA

ROBERT MILLER, Stouffville, Ontario.

Eighty-one years without change have we been breeding Scotch Shorthorns. I have now a few of the best in both bulls and heifers to spare.

Index for this Magazine

INDEX APRIL, 1916, ISSUE

	Page
Chastain, T. G.	
Coburn, F. D.	
Cochel, W. A.	
Cowan, B. O.	
Curtiss, Dean C. F.	
Duffey, Matthew	
Editorials	
Forbes, Rank C.	
Groves, P. K.	
Hall, E. M.	
Harding, F. W.	
Little, Harvey L.	
Martin, Geo. E.	
McLean, J. A.	
Miller, Robert	
Miscellaneous	
Obituaries	
Robbins, W. S.	
Ross, P. G.	
Simpson, W. Arthur	
Taggart, F. K.	
Tomson, Frank D.	
Tryon, A. H.	
Vaughn, Howard	
Wallace, Henry	
Wilson, Irvin E.	
Woods, Col. F. M.	
Picking Pebbles on the Shorthorn Shore....	3-4
A Little Hallwood History.....	20
Judging Shorthorns.....	7-8
The Central Michigan Association.....	38
Dairy Shorthorns at the University of Mis-	
souri.....	39
Breeders' Directory.....	44-5
Clarence Kirklevington (Illustrated).....	4
Futurity Entries.....	32
High Levels.....	19
Interesting Boys' Calf Feeding Contest.....	30
Meat-eating Nations Lead.....	26
Natural Flesh in Cattle Demonstrated.....	26
Public Sales.....	33-4
Pulp-fed Shorthorns Bring High Figure.....	19
Shorthorns Lead in Milk Test.....	38
Shorthorn Prize Money for 1916.....	Back Cover
State and District Associations.....	34
Texas Shorthorns Bring \$10.25 Top.....	17
Thousand Dollar List.....	40-1
Twenty Years' Shorthorn Dairy Experience	
in Illinois.....	39
Topped the Kansas City Market.....	21
Who Favor the Shorthorn and Why.....	1
Wisdom	4
International Grand Champion Feeders.....	14
E. M. Hall.....	19
Shorthorns in the Northwest.....	11-2-3-4
And She Grows in Favor.....	37
Idaho Herds Need New Blood.....	16
J. J. Hill and Livestock Improvement.....	5-6
The Dual-purpose Makes Good.....	36

INDEX JULY, 1916, ISSUE

Clay, John	
Cole, A. T.	
Craig, John A.	
Crum, C. W.	
Eckles, Prof. C. H.	
Editorials	
Hartsel, Samuel	
Jackson, F. E.	
Miscellaneous	
Neale, Al.	
Obituary	
Potter, E. L.	
Shuttleworth, H.	
Silversmith, H. K.	
Smith, H. R.	
Smith, W. H.	
Picking Pebbles on the Shorthorn Shore....	3-4
A Little Hallwood History.....	20
Judging Shorthorns.....	7-8
The Central Michigan Association.....	38
Dairy Shorthorns at the University of Mis-	
souri.....	39
Breeders' Directory.....	44-5
Clarence Kirklevington (Illustrated).....	4
Futurity Entries.....	32
High Levels.....	19
Interesting Boys' Calf Feeding Contest.....	30
Meat-eating Nations Lead.....	26
Natural Flesh in Cattle Demonstrated.....	26
Public Sales.....	33-4
Pulp-fed Shorthorns Bring High Figure.....	19
Shorthorns Lead in Milk Test.....	38
Shorthorn Prize Money for 1916.....	Back Cover
State and District Associations.....	34
Texas Shorthorns Bring \$10.25 Top.....	17
Thousand Dollar List.....	40-1
Twenty Years' Shorthorn Dairy Experience	
in Illinois.....	39
Topped the Kansas City Market.....	21
Who Favor the Shorthorn and Why.....	1
Wisdom	4
International Grand Champion Feeders.....	14
E. M. Hall.....	19
Shorthorns in the Northwest.....	11-2-3-4
And She Grows in Favor.....	37
Idaho Herds Need New Blood.....	16
J. J. Hill and Livestock Improvement.....	5-6
The Dual-purpose Makes Good.....	36

INDEX OCTOBER, 1916, ISSUE

	Page
Shorthorns Best Suited for the South.....	14
Some Retrospections.....	3
Kansas Shorthorns.....	17-8
Value of Personal Contact.....	9-10
Constructive Breeding.....	5
Milking Shorthorns in Benson County,	
North Dakota.....	28
Editorials	
Forbes, Rank C.	
Groves, P. K.	
Hall, E. M.	
Harding, F. W.	
Little, Harvey L.	
Martin, Geo. E.	
McLean, J. A.	
Miller, Robert	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	
Jay, D. A.	
Jones, Carey M.	
Lewis, Art T.	
Lookabaugh, H. C.	
Miscellaneous	
Outlook for Shorthorns in Colorado.....	4-5
Boys' Baby Beeves at Iowa Fair.....	26
Shorthorns at Oklahoma Agricultural College.	31
Pacific Coast Pioneers.....	6
About the Falcon White Shorthorns.....	13
A History of Shorthorns in Wisconsin from 1850 to 1890.....	34-5-6-7-8-9
Editorials	
Gramlich, H. J.	
Harding, F. W.	
Jackson, F. E.	

	Page
Rommel, Geo. M. Beef Production in the Cornbelt.....	18
Tomson, Frank D. Producing Beef at Sni-a-Bar Farm.....	16-7
Weaver, H. O. The Reynolds Mortgage.....	26
Whitted, Ivanhoe The Call of the Kine.....	9-10
Woods, Col. F. M. Iowa's Best Beef Cattle.....	21
Yoder, Horace M. Tribute to the Cow.....	1
Yoder, Horace M. Shorthorn Opportunities.....	24

INDEX APRIL, 1917, ISSUE

Bellows, C. D. Establishing and Building a Herd of Short-horns.....	17
Caine, III., John T. The Influence of the Shorthorn in Utah.....	21
Cochet, W. A. Kansas College Show Steers.....	24
Editorials	22-3
Graham, Gordon W. The Best Breed for the Range.....	5-6
Harrison, Roscoe Iowa Boys Learn to Grow Beef.....	30
Hill, H. M. The Shorthorn, the National Cow.....	8-9
Kennedy, W. J. Opportunities for Shorthorn Progress.....	13
King, G. E. In the Lone Star State.....	6-7
Macmillan, Daisy D. Faith in Shorthorns.....	16
Marshall, F. R. Milk Important Factor in Making Beef.....	32
Maurer, A. J. Observations of a Packer-Buyer.....	14-5
McMartin, Lewis J. The Field for the Dual-Purpose Shorthorn.....	33-4
Miller, Robert The Story of a Bull.....	19-20
Miscellaneous	40
Breeders' Directory.....	44
California University.....	40
Cooperative Breeding.....	36
Don't Forget the Silage.....	43
Important Notice to Shippers.....	38
List of Judges.....	34
Montana Agricultural College.....	40
Notable Records.....	1
Officers of American Shorthorn Breeders' Association	39
Over 20,000 Breeders.....	43
Public Sales.....	42
Rules of Entry.....	37
Shorthorn Prosperity.....	36
Shorthorn Sales in Scotland.....	39
State and District Associations.....	40
Washington Agricultural College.....	39
\$50,000 in Prize Money.....	Back Cover
Painter, Joseph E. A Promising Field.....	25-6
Palmer Carlos C. The Farmer's Opportunity.....	27
Peters, W. H. At North Dakota Agricultural College.....	20
Reppert, Fred The Outlook.....	21
Tellier, H. O. The Minnesota Shorthorn.....	28
Tomson, Frank D. A Few Hours at the Farm.....	18
Top Crosses and Families.....	29
Tomson, James G. Fitting Cattle for the Show.....	10-1
Vaughn, Howard Just a Good Shorthorn Cow.....	31
Warnock, W. L. Out in Colorado.....	35
Woods, Mark W. My First Shipment of Cattle to Montana..	3-4-5

INDEX JULY, 1917, ISSUE

Barkley, J. O. A Practical Feeding Experiment at St. Joseph.....	24
Burns, John C. The Influence of a Great Shorthorn Bull....	17-8
Duncan, H. C. The Shorthorn Always Dependable.....	10
Editorials	22-3
Gramlich, H. J. Shorthorns in Nebraska.....	21
Halsey, J. E. Progress of the Interstate Shorthorn Breeders' Association.....	34
Harding, F. W. The Shorthorn Situation.....	19
Harned, W. P. The Shorthorn Under All Conditions.....	33
Hawkins, C. N. The Shorthorn in California.....	5-6
Jackson, F. E. Financing the Beginner.....	3-4
Lewis, Art T. A Registered Shorthorn Bull for Every Herd	26
Martin, Geo. E. A Word Concerning Villager.....	21
McGavock, W. C. The Distribution of Shorthorns.....	8-9
McMartin, Lewis J. Milking Shorthorn Affairs.....	32
Miscellaneous	43-4-5
Breeders' Directory.....	33
Conclusive	33
Increase 600 Percent in Three Years.....	34
Kansans, Attention.....	33
Leonora Caldwell's Prize Calf.....	26
Letter from H. H. Bailey.....	25
Losses in Livestock.....	25
Market Toppers.....	26
Milk	11
National Shorthorn Congress.....	Back Cover
Over \$600,000.....	1
Public Sales.....	41
Read Sanders' Shorthorn Cattle.....	33
Recent Importations.....	43
Reds, Roans and Fertility.....	32
Send in Your Cards.....	43
Shorthorn Steers Top Omaha Market.....	25
State and District Associations.....	42
Thousands Dollar List.....	35-6-7-8-9-40
Norrish, Robert A. Breeding and Feeding Shorthorns for Beef	27-8-9
Prather, J. F. Baron Cruickshank.....	17
Plumb, C. S. The Varied Colors of the Shorthorn.....	14-5-6
Seale, R. L. The Shorthorn the Hope of the South.....	7

	Page
Simpson, W. Arthur	31
Smith, H. R.	30
Tomson, Frank D.	12-3
Wilson, James	20

INDEX OCTOBER, 1917, ISSUE

Berry, R. W.	28
Curtin, F. J.	31
Duncan, H. S.	19-20
Dunlap, R. M.	18
Editorials	22-3-4-5
Harding, F. W.	21
Hildebrand, R. F.	26
Johnson, Fred V.	9-10
Johnson, Will	3
Jones, Carey M.	4
Kraschel, N. G.	36
Martin, Francis T.	37
Miscellaneous	43-4-5
The Iowa Baby Beef Club Contest.....	10
The Milking Shorthorn.....	17
Adaptable Methods.....	1
Out on The Western Front.....	1
.....	International Judges.....
.....	National Shorthorn Congress Show and Sale
.....	Officers and Directors of The Association Listed in The Order of Their Succession.....
.....	Back Cover
Photographs	32
Presidents Shorthorn Society of Great Britain and Ireland.....	41
Prices Soaring.....	21
Prominent Sheep Man Acquires Shorthorns.....	17
Public Sales.....	42
Secretaries of Coates' Herd Book.....	41
Send In Your Card.....	32
Some Record.....	37
State and District Associations.....	42
The Season's Champions to Date.....	38-9
Some Suggestions for the Young Breeder.....	34
Temperament	30
Thousand Dollar List.....	40
Three Good Bulls Gone.....	17
Value	30
When They Pay.....	37
Worth	17
The Universal Intruder.....	27
Dakota Steers Made World Record.....	7-8
The Story of a Calf.....	35
Among the Breed's Great Sires.....	11-2-3-4-5-6
And It Came to Pass—A True Story.....	29-30
Wisconsin as a Home for Shorthorns.....	5-6
Milking Inheritance in Shorthorns.....	33

INDEX JANUARY, 1918, ISSUE

Carpenter, Reid	9-10-11
Coburn, F. D.	1
Editorials	22-3-4
Forbes, Rank C.	20-1
Goodwin, W. R.	3
Ikeler, Kenneth C.	6-7-8
McMartin, Lewis J.	25-6-7
Miscellaneous	18-9
Mitchell, S. D.	43-4-5
Petrie, Annie L.	41
Powell, N. R.	42
Tomson, Frank D.	41
Tormey, J. L.	16
Wenham, Geo.	16
President's Annual Address.....	Back Cover
From Coburn of Kansas.....	1
.....	Shorthorns in the South and Southwest.....
.....	The Improving Power of the Shorthorn.....
.....	British and American Shorthorns.....
.....	In the Eastern States.....
.....	As They Sell in Scotland.....
.....	Breeders' Directory.....
.....	Congress Show and Sale Consignors.....
.....	Get This Binder.....
.....	Important Notice.....
.....	National Shorthorn Congress Show and Sale.....
.....	Photographs
.....	Public Sales.....
.....	Send in Your Cards.....
.....	Story of the Grand Champion.....
.....	The Season's Champions to Date.....
.....	Thousands Dollar List.....
.....	The Shorthorn Foundation.....
.....	A Trip to the British Isles.....
.....	Among the Breed's Sires.....
.....	When You Select the Name.....
.....	Shorthorn History Made and in the Making..
.....	Woods, Col. F. M. What the Years Have Taught.....

INDEX APRIL, 1918, ISSUE

Bonnifield, W. B.	27
Carlson, James	20
Casement, Dan	9
Curtin, F. J.	34-5
Editorials	22-3-4
Gobble, C. F.	29
Guilford, W. S.	32
Halliwell, Ashleigh C.	32
Harding, F. W.	14
Holmes, Mrs. Carrie J.	21
Lowden, Frank O.	28
.....	These Items Are of Vital Importance.....
.....	Shorthorns in the San Luis Valley.....
.....	The Instinct of The Husbandman.....

INDEX JANUARY, 1919, ISSUE

	Page	
McGavock, W. C.	Shorthorn Progress and Promotion.....	30-1
McMillan, H. G.	The Value of a Good Sire.....	10-1
Meredith, Virginia C.	Shorthorn Cattle in Home Pastures.....	15
Miller, J. W.	The Beginner in the Show Ring.....	26
Miscellaneous	A Study of the Prizewinners.....	36
	Breeders' Directory.....	42-3-4-5
	Efforts That Pay.....	33
	Good Seed.....	20
	Makes More Beef.....	20
	National Shorthorn Congress.....	16-7-8
	One Hundred and More.....	Back Cover
	Public Sales.....	41
	Rules Suggested for Organization.....	25
	State and District Associations.....	41
	Thousand Dollar List.....	37-8-9-40
	Where Credit Is Due.....	32
	Year's Butter Yield, 1,021.59 lbs.....	25
Robbins, E. T.	The Shorthorn as a Farmer's Cow.....	12-3
Sanders, Alvin H.	Some Personal Recollections.....	3-4-5-6
Tomson, Frank D.	When the Grass Comes.....	1
	When Dreams Come True.....	33

INDEX JULY, 1918, ISSUE

Andrews, Eunice	Shorthorn Inspiration.....	13
Baker, S. H.	Prospective Territory.....	20
Browne, H. E.	From Far-off Rhodesia, South Africa.....	21
Cochel, W. A.	Blue-grey Steers by White Bulls.....	12
Dryden, W. A.	Across the Border.....	15
Editorials		22-3-4-5
Forbes, Rank C.	Shorthorns in the Southland.....	17-8
Johnson, Will	What Organization Means.....	11
Marshall, Duncan	A Study in Scotch Pedigrees.....	3-4-5-6-7-8-9
McMaster, C. J.	What the Calf Club Means.....	14
McMillen, L. P.	Plans for Calf Clubs.....	14
McMonies, D. E.	Association Sales.....	33
Miscellaneous	A Significant List.....	1
	A Correction.....	34
	Breeders' Directory.....	43-4-5
	How the \$200,000 Will Be Distributed Back Cover	
	Important Rules in Herd Management.....	26-7-8-9-30-1
	It Had to Come.....	10
	Photographs.....	11
	Public Sales.....	41-2
	Send In Your Card.....	18
	Significant Beef Prices.....	18
	Thousand Dollar List.....	34-5-6-7-8-9-10
Rosenberger, W. C.	Stick to Your Type.....	16
Sayre, W. J.	Bred Right and Fed Right.....	33
Tomson, Frank D.	A Registered Cow on Every Farm.....	19
Waters, John D.	From the Famous Feeder.....	32
Wideburg, W. E.	To Fit a Show Herd.....	32
Yerian, J. J.	The Madison County Association.....	21

INDEX OCTOBER, 1918, ISSUE

Cochel, W. A.	Shorthorns in Demand.....	6
Cornforth, A. G.	Needs of Western Breeders.....	28
Editorials		22-3-4-5-6
Harding, F. W.	Matters of Importance to Breeders.....	20-1
Lewis, A. T.	Things We Learn as We Progress.....	30
McMartin, Lewis J.	Milking Shorthorns in the North.....	34
Miller, T. J.	Future of Shorthorns in Northwest.....	27
Miscellaneous	A Survey of the Field.....	1
	An Opportunity That Came to Two Young Men.....	13
	Breeders' Directory.....	43-4-5
	Building the Pedigree of Your Animal.....	36
	Get This Binder.....	36
	How A Noted Herd Was Founded and Developed.....	11-2
	How Another Was Founded.....	14
	How They Got Their Bearings.....	14
	1918 Champions to Date.....	Back Cover
	One Way to Get an Education.....	14
	Public Sales.....	42
	State and District Associations.....	42
	The Hold Tightens.....	36
	Thousand Dollar List.....	36-7-8-9-40
	Topped Chicago Market.....	14
	What Livestock Means to the Farm.....	36
	When You Lay the Foundation.....	7-8-9-10
Saunders, C. A.	Building a Herd as the Writer Did.....	15
Simpson, W. Arthur	Milking Shorthorn Stability.....	33
Steward, C. B.	Making the Start.....	16
Tomson, Frank D.	Will Our Beef Herds Pay After the War? 3-4-5	
	He Found What He Needed.....	18-9
	Shorthorns in Colorado.....	29
	Among the Breed's Sires.....	31-2
	Shorthorns and Pasture.....	17
Tormey, J. L.	Fitting Baby Beeves for the Show.....	35

INDEX APRIL, 1919, ISSUE

	Page	
Clay, John	Old Days and New Ones.....	15
Cochel, W. A.	Regaining Popularity on the Range.....	8
Cowan, B. O.	Early Recollection of Shorthorn Breeding..	13-4
Curtin, F. J.	Records of Milking Shorthorns.....	18-9
Day, G. E.	Shorthorns in Western Canada.....	20
Drumm,	Where the Shorthorn Makes Its Mark.....	30
Major Andrew		23-4-5-6
Editorials		What the Purebred Herd Brings to the Home 17
Forbes,		
Mrs. Harry T.	Efficiency in Pedigree Registration.....	33
Groves, P. K.	Shorthorn Activity in Western Canada.....	1
Marshall, Duncan	Growth and Stability of the Breeding	
McMillan, H. G.	Business	4-5-6-7
Miscellaneous	Breeders' Directory.....	43-4-5
	Calf Club Efforts and Results.....	27
	National Shorthorn Congress Show and Sale 34	
	1918 Champions to Date.....	Back Cover
	Public Sales.....	41
	Sanders' Shorthorn History.....	29
	Send In Your Cards.....	29
	Sensational Shorthorn Beeves.....	31
	State and District Association.....	42
	The Advantage That Is Ours.....	1
	The Purebred Sire Demonstration at Sni-a-Bar Farms.....	28
	THE SHORTHORN IN AMERICA is Free..	29
	Thousand Dollar List.....	35-6-7-8-9-40
	Word from the Exposition at Buenos Aires, Argentina.....	21
Tomson, Frank D.	Latitude in Shorthorn Breeding.....	9-10-12
Tomson, John R.	President's Annual Address.....	3
Tormey, J. L.	Two Challenges to Shorthorn Men.....	32

INDEX APRIL, 1919, ISSUE

Brown, Frank	From the International Judge.....	19
Cochel, W. A.	The Shorthorn Situation in California.....	34
Editorials		22-3-4
"Experience"	Golf vs. Shorthorns.....	17
Harding, F. W.	Progressive Policies.....	33
Iddings, Dean E. J.	Shall We Discontinue the "Imported" in the Pedigrees?	7
Lockridge, S. F.	A Forward Movement in Shorthorns.....	20
McMartin, Lewis J.	When the Foundation Was Laid.....	3-4-5-6
Miscellaneous	Turning Again to the First Love.....	27
	Analysis of the 1918 International Winners..	38
	Associations	39
	Breeders' Directory.....	43-4-5
	Champion Bull Prizes at the County Fairs for 1919.....	41-2
	Community Organizations.....	29-30
	97 Head in 12 Years—120 Head in 14 Years..	28
	Paving Their Way to Success.....	26
	Public Sales.....	38
	Right to the Point.....	26
	Shorthorn Prizes at State and Interstate Fairs 40	
	Shorthorn Prizes at the Next International.....	Back Cover
	The National Shorthorn Congress.....	21
	The Shorthorn Trade in 1918.....	21
	Value of Livestock Shows.....	35
	We Can Furnish Mailing Lists.....	39
Morse, Theo. W.	Where Beef, Milk and Scotch Combine....	11-2
Robison, J. C.	Why I Chose Shorthorns.....	18
Sanders, A. H.	The Burden of Shorthorn Breeders.....	1
Skinner, W. E.	A Word From an Old Friend.....	19
Tomson, Frank D.	That's the Point—Why Does He?	31-2
Tomson, James G.	The Lure of the Game.....	13-4-5
Tormey, J. L.	Getting the Show Cattle Ready.....	36-7
Woods, Mark W.	Substitute the Purebred Bull for the Scrub.....	8-9-10
	Successful Calf Clubs.....	25
	Deep-seated Attachment for Shorthorns....	16

INDEX JULY, 1919, ISSUE

Alexander, John T.	Shorthorns Dependable Beef Makers.....	27
Cowan, B. O.	Some Notes From California.....	15
Crossgrove, E. W.	The Highline Association.....	19
Day, G. E.	Western Canada Notes.....	14
Editorials		22-3-4-5
Fennern, A. R.	What A Shorthorn Bull Did for Me.....	35
Harding, F. W.	The South as A Breeding Ground.....	9
Hawkins, C. N.	Some California Shorthorn Steers.....	28
Hinman, C. H.	Milking Shorthorns and Net Profits.....	32-3
Kane, Bernard	How I Became a Shorthorn Breeder.....	19
Lawson, A. E.	From the Pacific Coast to the Rhine.....	30-1
Miscellaneous	An Indication.....	33
	Associations	41-2
	Breeders' Directory.....	43-4-5
	Divide as to Size.....	19
	Family Characteristics.....	33
	Forming Shorthorn Calf Clubs.....	37
	From E. A. Cory, Talmo, Kansas.....	19
	From the Secretary's Office.....	20-1
	Good Milking Shorthorn and Baby Beef.....	36

The Stability of Shorthorn Affairs

Through all of the existing activity of Shorthorn trade touching all sections there has existed also the evidence of prudence—of discretion—of foresight in the financial transactions.

Consistency has been present all along with the rising tide of values. Here in our country, where those who operate the land are very generally prosperous and in quest of better livestock standards, this responsive breed being chiefly in favor, the spectacular—the sky-scraping—price is practically an unknown quantity in Shorthorn trade. How significant this fact is when the almost boundless volume of Shorthorn business is considered, and the high level of the values recorded everywhere.

The sentiment among our Shorthorn people discourages attempts to "sky-rocket" prices. This sentiment encourages the building of a substantial trade on a stable basis—a trade that will continue through the years avoiding the extremes in values—one that will benefit the largest number and encompass the widest area.

We have wisely regarded consistent and temperate methods as the most useful and effective means of expanding Shorthorn influence, and this at a time when higher values are being recorded in other countries. We have looked with favor upon the patronage of the farmer and ranchman, however limited his operations. The attitude of Shorthorn cattle breeders invites the investment of all who till the land, whether on a small scale or extensively, and safeguards this investment by according to the beginners recognition and patronage on the same plane as to those long established.

A study of the sale averages for the past half-dozen years, and private transactions as well, emphasizes the truth of this analysis. This is in harmony with the situation generally—a condition that reflects the practices and the purposes of those who represent the industry—a condition that invites the sober, thoughtful, favorable consideration of every land owner or land tiller in this, the greatest agricultural country in the world.

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